

# LIFE



MARY MARTIN

OCTOBER 25, 1943

10

CENTS

YEARLY SUBSCRIPTION \$4.50





*When lights are bright* and he's on leave, it's right to dress in holiday spirit. It's right to choose your costume with a special eye to fabric. For here . . . as in your daytime wardrobe . . . the slender lines and quiet distinction of Forstmann virgin woolens make a world of difference. Our looms are weaving more fine woolens for military needs alone than we produced before the war. Greater facilities, planned ahead, permit us to supply these millions of yards while, at the same time, offering you a wide selection of Forstmann fabrics at finer shops. Forstmann Woolen Company, Passaic, New Jersey.

**FORSTMANN**

**100% VIRGIN WOOL**

© E.W.CO.



**GRAHAM**  
means  
"gloomy"

**REBECCA**  
means  
"a rope with a noose"

**ALVIN**  
means  
"completely successful"

**ANDREW**  
means  
"manly; brave"



**PHINEAS**  
means  
"an open countenance"



### **ETHYL** is a trade mark name

Ethyl stands for antiknock fluid made only by the Ethyl Corporation.

Our war job is manufacturing Ethyl fluid for improving the antiknock quality of fighting gasolines. Ethyl workers have been awarded the Army-Navy "E" for "outstanding achievement in producing war equipment."

After the war the Ethyl trade mark name and emblem on a gasoline pump will be your guide to better gasoline—and better car performance—than you've ever enjoyed before.



**EVERY WAR BOND YOU  
BUY IS A SLAP IN THE  
TEETH TO THE JAPS**

★ ★ ★

**FREE** booklet tells what your name means.

The meanings and origins of over 900 masculine and feminine names are given in the fascinating illustrated booklet, "What's in a Name?" It's free—no obligation—just mail coupon.



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Room 3512, Chrysler Building, New York, N. Y.  
Please send me a free copy of "What's in a Name?"

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# WANTED..... a Man!

**THE GIRL:** I'm tired of being on the shelf! I think I'll put an ad in the paper—"WANTED: A Man!"

**US:** Look, honey...advertising won't help! You'll never get a man 'til you've learned the secret of daintiness...the secret of bathing body odor away, the feminine way!

**THE GIRL:** The feminine way? Tsk, tsk, tsk, what you said! I always thought a soap to remove body odor effectively had to have that strong, "mannish" smell!

**US:** Not this one, dear—honest! Here's a truly gentle, truly feminine soap that leaves you alluringly scented...and daily use actually stops all body odor! Prove it yourself...

**US:** Y'see, it's today's specially-made Cashmere Bouquet Soap...and it gives you a rich, fragrant lather that bathes away every last trace of body odor instantly!

**THE GIRL:** Well, heaven sakes—it's the truth! Such suds...and—mmm—that perfume's divine! Smells like \$20-an-ounce!

**US:** Thought you'd like it! That's Cashmere Bouquet's famous "fragrance men love"...and just think, not even the strongest "mannish" soap can get rid of perspiration better than complexion-gentle Cashmere Bouquet.

**THE GIRL:** Hope my glamour is glowin' like I think it is, 'cause I've got a date with a handsome Marine!



**THE GIRL:** It worked! I've got him!... And he's mine all mine! Does Cashmere Bouquet actually guarantee such quick action?

**US:** Your own loveliness is your guarantee, ...Cashmere Bouquet just insures the perfection of tender moments by guarding your daintiness!

**THE GIRL:** B-but, he's serious! Wants to pin that "Reserved" sign over my heart 'til he can get a wedding ring!

**US:** He's smart! And you'll be smart, too, darling if you'll always remember the secret of Cashmere Bouquet!

Stay dainty each day...  
with **Cashmere Bouquet**

THE SOAP WITH THE FRAGRANCE MEN LOVE



## LETTERS TO THE EDITORS BIDDLE

Sirs:

To what extent will you test our credulity next?

In your article on Anthony Biddle (*LIFE*, Oct. 4) you state he fought a heavyweight champion at the age of 11.

Next week you might match your friend Barnaby with Joe Palooka.

JOHN D. KENNON

New York, N.Y.

Sirs:

I suggest that we turn the Ambassador loose, singlehanded, against the German Army and bring the war to a hasty conclusion.

WILLARD SKOGLUND

Olmsted Falls, Ohio

● Ten-year-old Anthony Biddle's bout with Heavyweight Champion Bob Fitzsimmons was something less than a fight for the title under the Marquis of Queensberry rules. Fitzsimmons was seated on a bench, and in the course of friendly sparring Anthony grazed his nose with a punch. Fitzsimmons' fist traveled about two inches in a reflex, dumping Anthony against a nearby wall and knocking him cold. Biddle says he was hurt less by the punch than by the sight of his father and Fitzsimmons chatting amiably afterward without making a move to help him. The elder Biddle, a great sport, was saying: "He is a very light boy, but even at that I have never seen a better short punch."—ED.

Sirs:

Being an octogenarian and having heard that story about the Prince of Wales asking "What is a Biddle?" repeated again and again over many years, I think I can safely say the Prince was Edward VII and not Edward VIII.

EDWIN STANLEY THOMPSON

Bristol, Pa.

## FOOD

Sirs:

Permit me to compliment you on the article on Food by Joseph J. Thorndike Jr. (*LIFE*, Oct. 4). It is extraordinarily well done both in its conception and in its execution.

The thing which pleases me most about the article is the comprehensive way in which you have detailed, one after another, all the different aspects of the world's tremendous food problem. Your presentation should have a great influence in bringing about that improvement in diets which is so essential to building the kind of world in which we want to live.

I doubt if there is any one thing more needed for the advancement of human well-being than a clear answer to the problem you raise when you say, after presenting comparative pictures and statistics of New Zealanders and Indians, "Whether, if the Indian ate as well as the New Zealander, he would be as big, is open to question."

You may be interested to know that at the present moment the National Research Council is seeking means to set up an experiment designed to provide the answer to the same question as applied to a people under the American flag.

ROBERT F. GRIGGS

Chairman

Division of Biology and Agriculture  
National Research Council  
Washington, D.C.

Sirs:

The article on Food is to me so graphic, sensible, thought-provoking and challenging, that it merits this word of thanks.

Such mental stimuli must help many to recognize the need for greater production and more even distribution of

(continued on p. 4)

# How to have an AMITY full of cash ...when the **AXIS** goes to smash!

Do more than your bit to make the Axis "go to smash"...invest more than you can afford in War Bonds that help pay for bombers and bombs...for weapons that spell doom for Berlin and Tokyo.

And don't forget, after victory is won, War Bonds will become cash...to help you and to help America win the peace!

\*\*\*\*\*

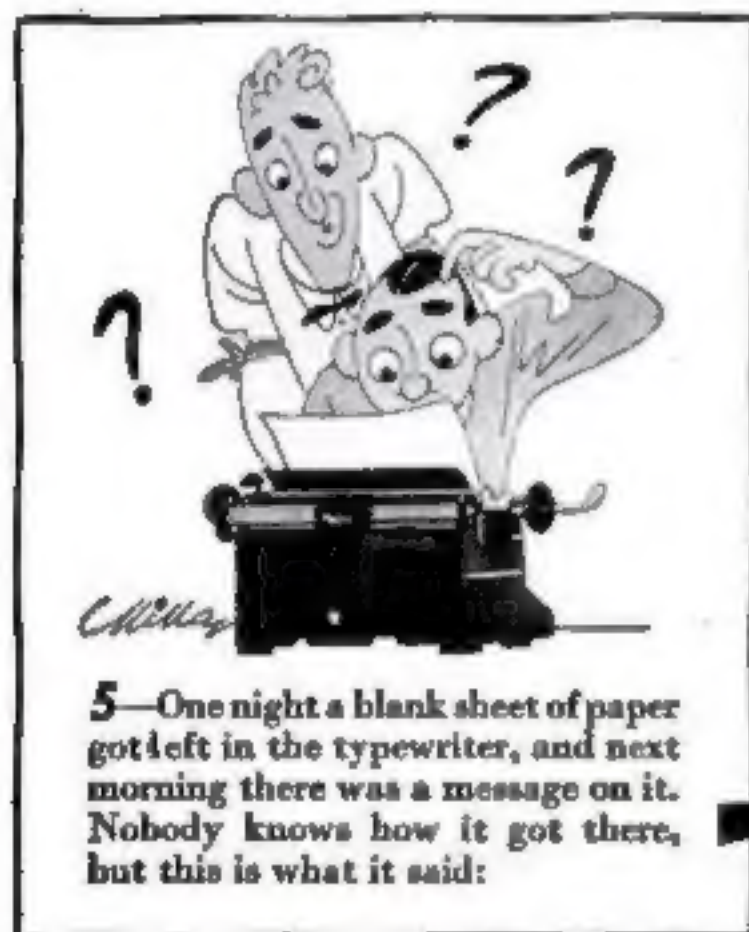
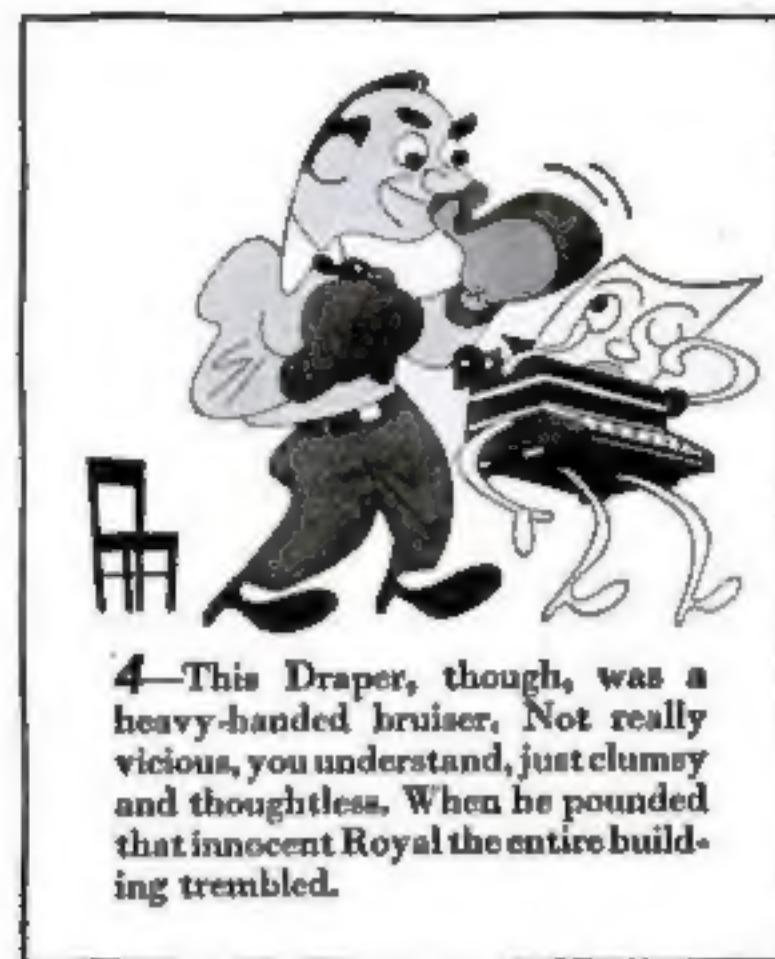
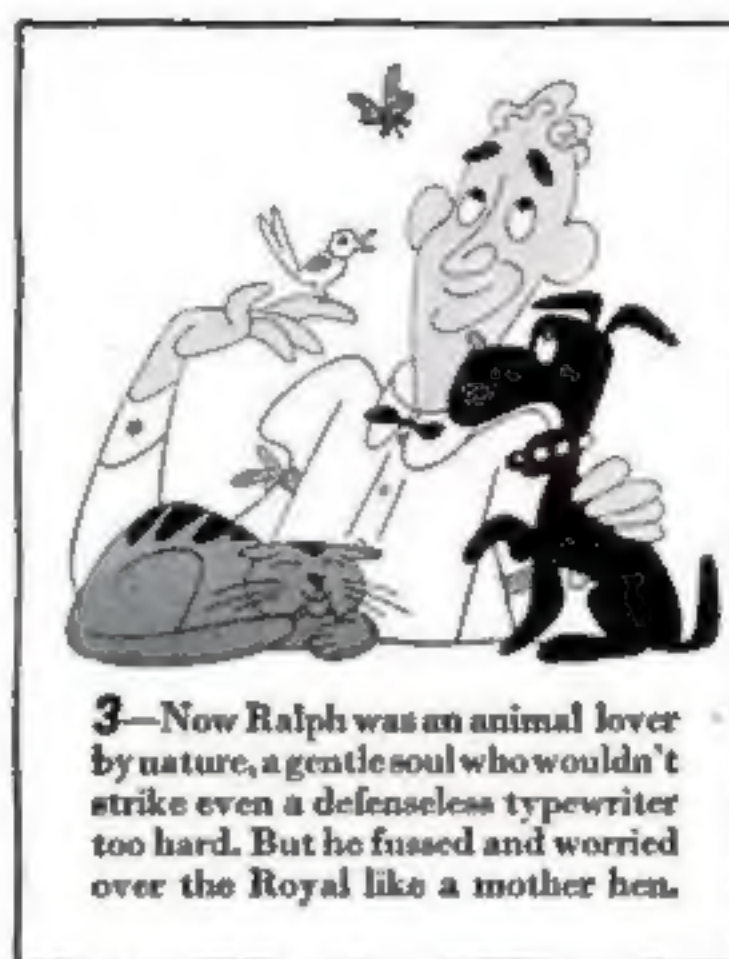
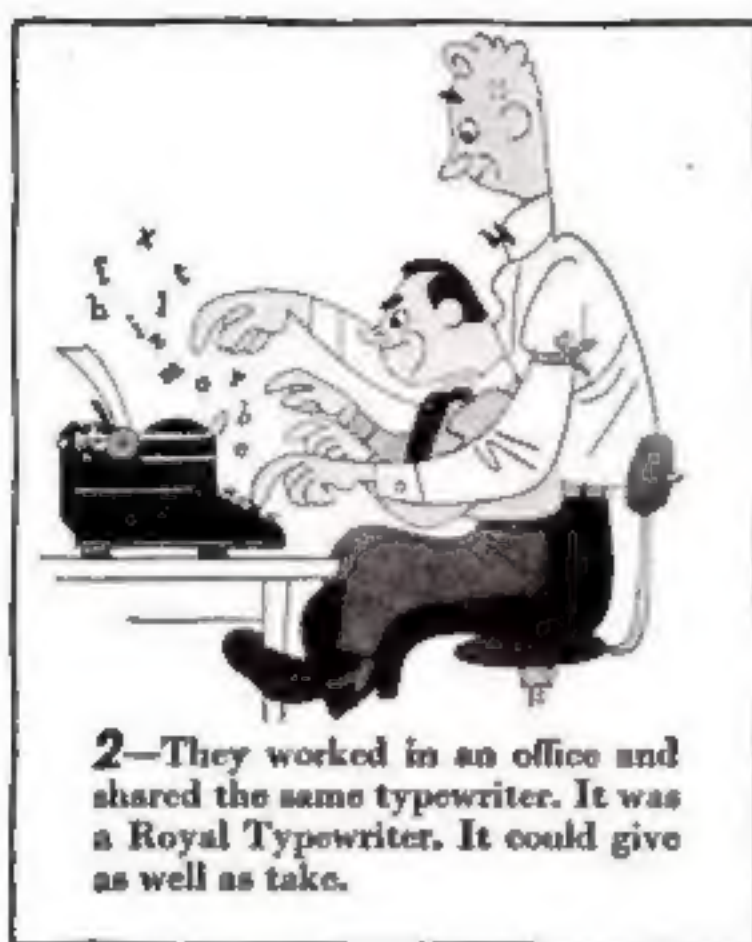
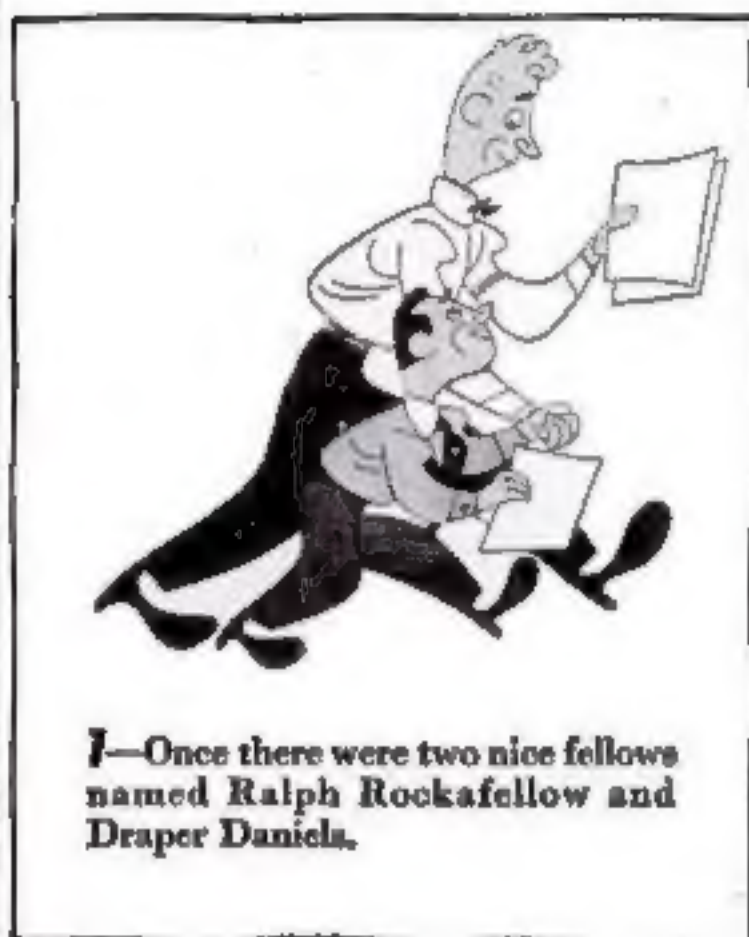
Production of Amity Billfolds is necessarily limited today, for Amity Leather Products Company is now working on an assignment for our government. But the quality of Amity Billfolds remains unlimited. Nothing except genuine leathers and fine craftsmanship go into billfolds stamped "Amity." In short, Amity means billfolds of real prewar quality and value!



**AMITY LEATHER PRODUCTS CO.**  
WEST BEND, WISCONSIN



# Tale of the Typewriter that Talked Back...

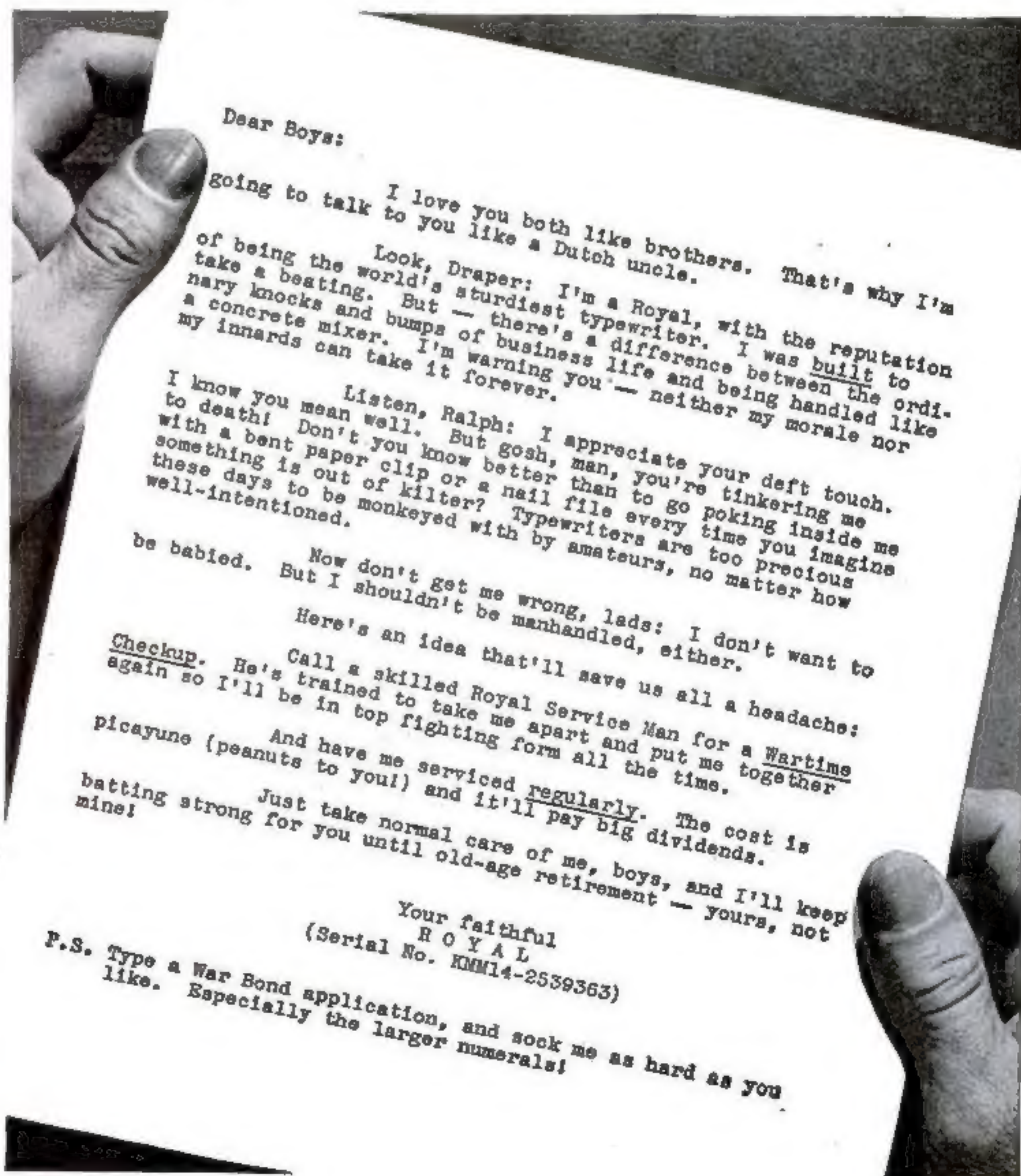


## ROYAL World's No 1 TYPEWRITER

Even people who treat their Royal  
Strictly according to Mr. Hoyle  
Will later or sooner  
Need a typewriter tuner.

Royal is making airplane engine parts, propeller parts, machine gun and rifle parts, and bullets.

Copyright 1943, Royal Typewriter Co., Inc.





WHAT'S HE SAY?

HE SAYS THERE'S  
**SOMETHING REALLY  
NEW IN DENTIFRICE**



War-Economy  
Container  
10% More Powder  
No Higher Price

Powder in a revolutionized **NEW QUICK-FOAM FORMULA!** Feels more like a paste when you brush, yet gives you powder's money-saving economy.

**NEW "WHIRLPOOL" CLEANSING ACTION** really gets down to work on dull, lack-luster tooth surfaces . . . helps bring out the flashing natural brilliance of enamel. And what a taste thrill in that **NEW WINTER-MINT FLAVOR!**

## LETTERS TO THE EDITORS (continued)

food throughout the world. As long as people exist in the condition shown, no peace can be won.

E. R. SEEDERS  
Springfield, Mass.

Sirs:

Your remarks on milk in your article, "Food," raises an interesting problem. There is no doubt about certain important protective and consequently life-prolonging effects of milk consumption. On the other hand it might be worth mentioning that there is substantial evidence, from the medical literature and from a worldwide inquiry carried out by me in 1932 among various nations and social groups with different dietary habits, that the lifelong consumption of large amounts of milk and other animal lipoids (egg yolk, etc.) promotes the development of "hardening of the arteries," high blood pressure, etc., probably via the deposition of lipoids in the adrenal glands. These are known to exert highly toxic effects upon the blood vessels and the heart muscle in case of increased adrenal function. Even milk-fed suckling rabbits and calves develop atheromatosis of blood vessels which disappear again when they grow up and turn vegetarian. Similar observations have been made in babies.

Thus milk contributes probably both to the prolongation and to the limitation of our lives. This does not mean to say that the consumption of milk and animal fats should be avoided. After all we've got to die of something and in time to leave space for others.

W. RAAB, M. D.

University of Vermont  
Burlington, Vt.

## BROADWAYESE

Sirs:

In "Broadwayese" by George Fraser (LIFE, Oct. 4), "the Fraser" off-beamed it when he trotted out *Variety*. With the nitwit interlinear writ of "Talent Cost Main Cause for Upped Nut"; "... the dearth of talent is the chief reason for the increase in salaries."

To any fool the mug's spreadhead is plainly short talk for: mean greens reel-runners peel off to Piccadilly pla-peddlers stem from sparse profiles' top tuppence.

HARRY KUPPERSTEIN

Brookline, Mass.

Sirs:

In regard to LIFE's excellent report on Broadwayese, you may be interested in "Pilotesse." The vernacular of ferrying pilots such as those at this field, headquarters of the famous 2nd Group of Ferrying Division of ATC, represents cream of "Pilotesse" crop since their worldwide travels bring them in touch with strange terminologies developed by local flying personnel at fields both here and abroad.

One ferrying pilot, casually briefing for his ground crew what happened on a short ferrying haul, put it this way:

"I throws the overcoat into the office and taking a gander out the greenhouse see that the coffee mills are grinding and the fans turning over. The clocks look okay. I calls the boys in the madhouse and they tell me to hightail it, so I give her 52 inches and horse that bundle of bolts into the air. Crossed the local drink and raised BO, but the ceiling has dropped to the minimums so I cruise under the stuff. The rainmaker said it was cavin' at the other end but when I get there I'm on the gauge. I stacked up until BO came out of its sleep and okayed the letdown. I looks at the clocks and she's hanging on the props, which ain't healthy. Broke through at 400 and could see the birds walking so I come in on the final at 110 indicated. I greased it on and made the eta with one to spare. Operations John hancocked the mr's so I caught a smokewagon back, wrote the tr's en route, then took a voco upon surrendering the paper."

PVT. STEPHEN H. RICHARDS  
Wilmington, Del.

(continued on p. 6)

smart as a  
topcoat...and ready  
for rain!



**Grafton...11.50** This smart Balmacaan type Storm Coat is a special favorite with business men. It's an expertly tailored Rainfair *showproofed* to take wet weather...made from top quality gabardine that defies hard wear...and cut to fit and look like a "fair weather topcoat". Grafton will serve you well rain or shine. Regular length. Sleeve and deep yoke lining of lustrous rayon. Choice of light olive, taupe and fawn.

**Military needs** are our prime wartime responsibility, although Civilian Rainfairs are available in limited quantities. So we suggest you shop *now*. We hope you'll be patient if your favorite store is temporarily out of your size.

**Free: write today** for illustrated booklet of Rainfair Storm Coats that make you shine in any weather...address: Chicago Rubber Clothing Company, Racine, Wisconsin  
Prices slightly higher West of the Rockies

**Buy War Bonds first!**



# ALL BOOK-OF-THE-MONTH CLUB SELECTIONS

*Why keep on missing important books like these?*

## LIST OF SELECTIONS SHOWN AT RIGHT

- SO LITTLE TIME by John P. Marquand
- PARIS-UNDERGROUND by Ella Shiber and c/o POSTMASTER by Cpl. Thomas St. George Double-Selection
- LOOK TO THE MOUNTAIN by LeGrand Cannon, Jr.
- WESTERN STAR by Stephen Vincent Benét
- U.S. FOREIGN POLICY by Walter Lippmann Double-Selection
- THE YEAR OF DECISION: 1846 by Bernard De Voto
- THIRTY SECONDS OVER TOKYO by Capt. Ted W. Lawson
- ORIGINS OF THE AMERICAN REVOLUTION by John C. Miller Double-Selection
- ADMIRAL OF THE OCEAN SEA by Samuel Eliot Morison
- PAUL REVERE & THE WORLD HE LIVED IN by Esther Forbes
- COMBINED OPERATIONS by Hilary A. St. George Saunders
- WINTER'S TALES by Jack Dinesen Double-Selection
- HEADHUNTING IN THE SOLOMON ISLANDS by Caroline Mytinger



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*You would have received six of these book-dividends Free*



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- READER'S DIGEST READER  
(the best articles and features of the past 18 years in  
The Reader's Digest Magazine).....\$3.00
- THE DICKENS DIGEST  
(four great Dickens masterpieces condensed for the modern  
reader).....\$3.75
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For every two books-of-the-month you do buy, you receive one of the Club's book-dividends free. Last year the retail value of free books given to Club members was over \$7,000,000 — given, not sold!

These book-dividends could be distributed free because so many subscribers ordinarily want the book-of-the-month that an enormous edition can be printed. The saving on this quantity-production enables the Club to buy the right to print other fine library volumes. These are then manufactured and distributed free among subscribers.

Your obligation is simple. You pay no yearly fee. You merely agree to buy no fewer than four books-of-the-month in any twelve-month period. Your subscription is not for one year, but as long as you decide; you can end it at any time after taking four books-of-the-month. You pay for the books as you get them—the regular retail price (frequently less) plus a small charge to cover postage and other mailing expenses. (Prices slightly higher in Canada.)

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In Two Volumes • Boxed • Retail Price \$5.00 • Illustrated with 37 Wood Engravings

Begin your subscription to the Book-of-the-Month Club with the recent selection, SO LITTLE TIME, John P. Marquand's nation-wide best-seller — or with any one of the other selections pictured at the top. As a new member the Club will send you a free copy of JANE EYRE by Charlotte Brontë and WUTHERING HEIGHTS by her sister Emily — two of the greatest love stories in all English literature.

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## BOOK-OF-THE-MONTH CLUB

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Please enroll me as a member, starting my subscription with the current selection, SO LITTLE TIME, by John P. Marquand. I am to receive a free copy of JANE EYRE and WUTHERING HEIGHTS, and for every two books-of-the-month I purchase from the Club I am to receive, free, the current book-dividend then being distributed. I agree to purchase at least four books-of-the-month from the Club each full year I am a member, and I may cancel my subscription any time after purchasing four such books from the Club.

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## STOOD UP...AND ALL BECAUSE OF DRY SCALP?



**5 DROPS A DAY CAN CHECK IT...**



**GIVE YOU NEATER, HEALTHIER-LOOKING HAIR?**



**FOLLOW THIS RULE:** Comb a few drops of 'Vaseline' Hair Tonic through your hair every morning or rub it right on your scalp. That's the easy way to good-looking, healthy-looking hair. For 'Vaseline' Hair Tonic checks Dry Scalp and loose dandruff by supplementing the natural scalp oils. As an extra aid, massage it vigorously on your scalp before shampooing and rub a little on afterwards. For double care of both scalp and hair, use 'Vaseline' Hair Tonic daily. It's different... because it contains no drying ingredients.

**Vaseline HAIR TONIC** 40¢ and 70¢

REG. U. S. PAT. OFF.

## LETTERS TO THE EDITORS (continued)

### CARLSON

Sirs:

The story of Lieut. Colonel Evans Carlson and his Raiders (LIFE, Sept. 20) is now being filmed by Universal Studios in Universal City, Calif. The title of the picture will be *Gung Ho!* (Work Together), the Chinese motto



CARLSON (LEFT) AND SCOTT

which Colonel Carlson adopted as his own.

The picture above shows Colonel Carlson as he met Randolph Scott, who portrays the Raider commander, in *Gung Ho!*

MARION ORFORD  
New York, N.Y.

### BARNABY

Sirs:

Thank you for the appreciative piece on Barnaby and Mr. O'Malley in your issue of Oct. 4.

There's no doubt that "Barnaby" is the most literate and intelligent of comic strips. Your giving it a "high I.Q." rating shows considerable discernment on your part.

But you evidently fail to appreciate fully the quiet, subtle humor of Crockett Johnson when you suggest that W. C. Fields could play the role of Mr. O'Malley. That shows a lack of real understanding and sympathy. You have missed something of the true character of the man.

In spite of his harmless, humorous faults, Mr. O'Malley is a gentleman of dignity and good taste; he is in no sense an evil companion for Jane and Barnaby; he has little pink wings, to be sure, but not a bulbous, red nose; he is not a bar fly with a rasping beery voice; he carries a wand not a slapstick.

Your choice of Fields to play O'Malley is like picking Martha Raye for the lead in *Peter Pan* or *A Kiss for Cinderella*.

HOLLAND H. PADDOCK  
Kenosha, Wis.

●LIFE believes that Mr. Paddock underestimates the powers of W. C. Fields as an actor.—ED.

### ARMY & NAVY RIBBONS

Sirs:

In your excellent and timely photo-exhibition of Army-Navy decorations and service ribbons (LIFE, Oct. 4) you state that General Douglas MacArthur is the most decorated officer in the armed forces of our country. What about Lieut. Colonel Evans Carlson (LIFE, Sept. 20) with his five rows of ribbons?

JACK CALKINS JR.  
Elmira, N. Y.

●MacArthur is still the most-decorated U. S. officer. LIFE's recreation of his ribbons did not include those given him by foreign governments. In addition to the decorations shown, he has five from France, two from Italy, two from Poland and one each from Belgium, Mexico, Yugoslavia, Czechoslovakia, Hungary, Rumania and Ecuador.—ED.

(continued on p. 8)

## The Pen is companion to the sword



### FOUNTAIN PEN SHORTAGE ACUTE

Difficulties in supplying civilian fountain pen demands are reported as becoming more severe as production for the armed services, lend-lease and other war agencies continues at a heavy rate. One manufac-



THE cheering letter that you received from a fighting man might have been written with a Stratford Pen or Pencil. At all the far-flung fronts, Stratford Pens and Pencils are serving and serving well. The Armed Forces continue to receive almost all the Stratfords that the WPB permits us to manufacture. So if your stationer or department store cannot supply you with a smooth-writing, superbly streamlined Stratford, please be patient and remember, there is a good reason for it.

SALZ BROTHERS, INC., N. Y.

STRATFORD DECAGON PEN, \$1.00.  
Other pens of unusual merit made by Salz Brothers, Inc., are Black & White, Peter Pan and Stratford 77.

**Stratford**  
PENS AND PENCILS

BACK THE ATTACK—BUY MORE WAR BONDS

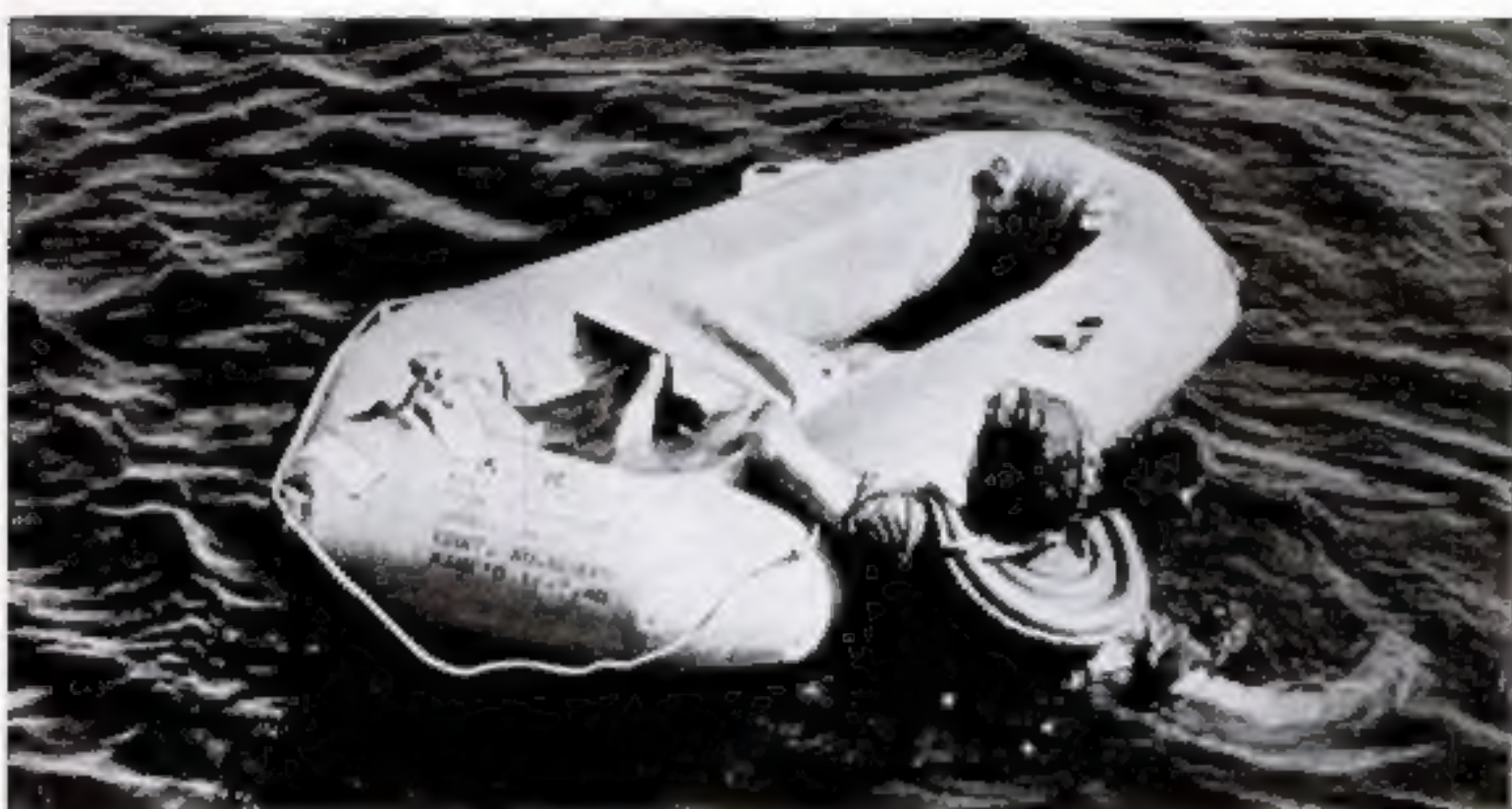


# Live pilot or dead hero?

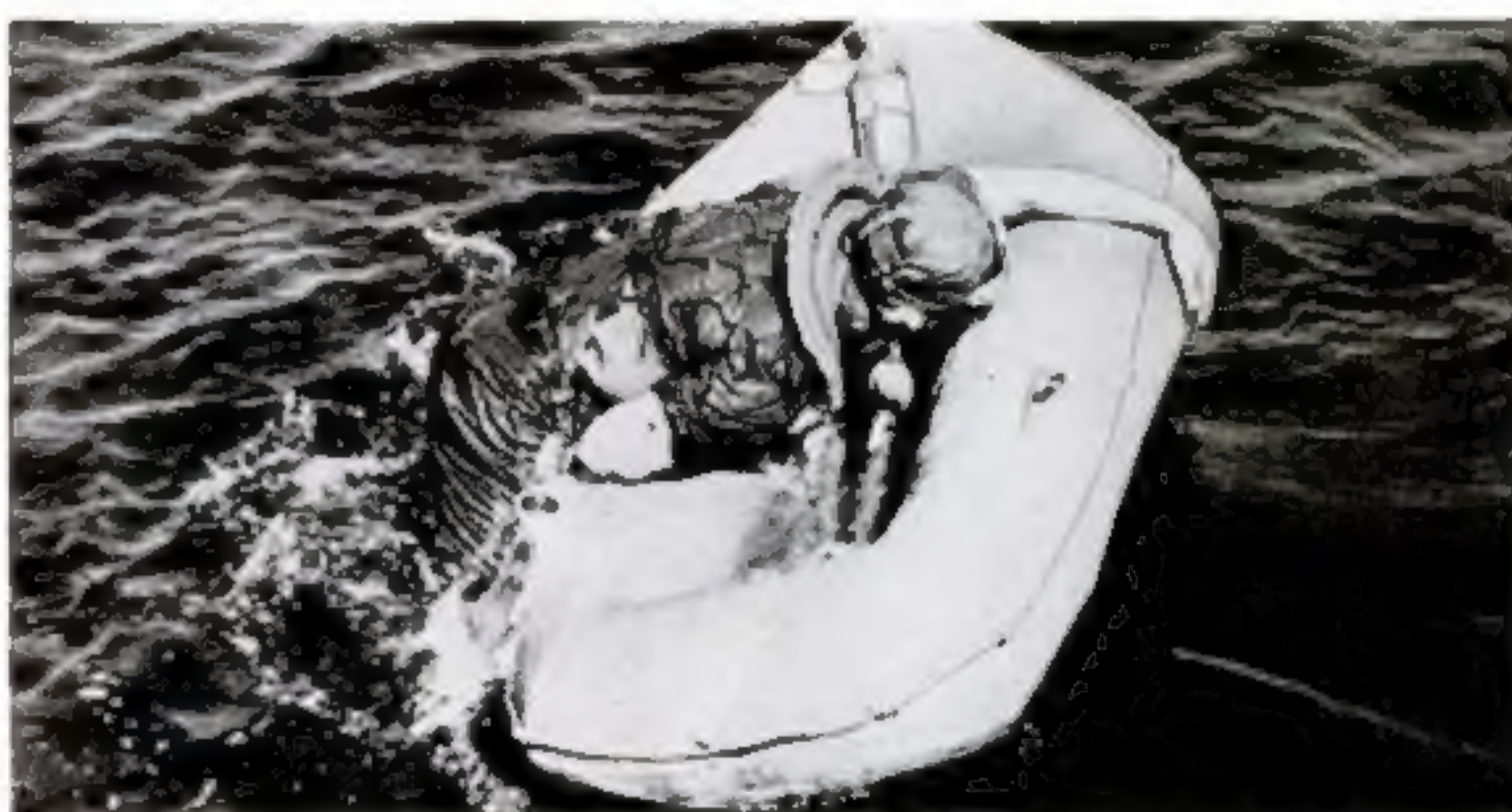
(THESE PHOTOGRAPHS  
MIGHT MAKE THE DIFFERENCE!)



**1** His plane is a dead pigeon. And so is this flyer if he doesn't know the tricks of handling his rubber raft. Our aviators get plenty of instruction, but training pictures like these speed up the process. This shot, for instance, is a graphic reminder that, first of all, the valve on the bottle of CO<sub>2</sub> must be turned to inflate the raft.



**2** Clearly illustrated in this photograph is the basic step in the special technique of getting aboard. Notice how the left arm is slipped under the seat to provide leverage for the difficult hoist out of the water.



**3** This is the most critical part of the operation, and requires great dexterity. Observe the position of the right elbow, and the legs hanging straight down. Every detail is important; this is the stage where real know-how pays off.



**4** Of course, flyers are taught the necessity of grasping the far side of the raft and throwing the body rigidly across it. But this picture dramatizes the point so a trainee will never forget it. Once in this position...



**5** The self-rescued pilot is master of the Bouncing Betty and can ease himself into the seat. With the collapsible oars set in the flaps, he's ready to go places. There's nothing left to do but row—and pray!

OFFICIAL U. S. NAVY PHOTOS

TO GET THE PICTURES it wants and needs, the Navy has a corps of skilled, alert photographers.

Training pictures like those reproduced above teach valuable lessons quickly and easily.

They speed the transformation of raw recruits into efficient fighting men.

But producing training films is only one phase of the important task assigned to the Navy's photographers.

## Battle Stations, Too

They sail with the battlewagons and fly with the fleet air arm. Their reconnaissance photos, taken at great risk, help in the planning of tactics.

They don't often get their names in the papers, these unsung Navy photographers. But their work is frequently behind the deeds of the men who do.

Ask the admirals—they know!

## We're Sure You'll Understand

The record shows that Agfa Ansco supplies a greater percentage of its film to the Government than does any other photographic manufacturer.

And about three-quarters of all Agfa Ansco products made today go to the Armed Forces or war industries.

So, if you find temporary shortages of your favorite Ansco film, remember where it's going—and what it's doing. We're sure you'll understand.

# Agfa Ansco

BINGHAMTON, NEW YORK

KEEP YOUR EYE ON ANSCO—

FIRST WITH THE FINEST





## THE SITUATION'S WELL IN HAND! NO '5 o'clock Shadow'!



Sure—you're *always* in command of the situation when your chin is clean and smooth. So make certain you avoid messy "5 o'clock Shadow" by shaving with a *genuine* Gem Blade.

**Why Gem Puts You at Your Best . . .** Gem's the single-edge blade, you know, that's made by the makers of your Gem Razor. It *must* fit precisely. That's why Gem shaves are so easy on the face, look so well, last so long. Make your next shave a Gem shave!

**YOUR DEALER HAS  
AN AMPLE SUPPLY  
OF GEM BLADES!**



# GEM

Your Gem Razor must last you for the duration; dry it carefully after each shave.

## LETTERS TO THE EDITORS (continued)

Sirs:

Those were good pictures in the Oct. 4 issue of *LIFE* on the decorations and service ribbons of U. S. armed forces, but why doesn't General MacArthur have a Good Conduct medal?

WANDA JOHNSON

Poy Sippl, Wis.

● Well-behaved Douglas MacArthur is not an enlisted man, which is one of the qualifications for receiving the Good Conduct medal.—ED.

Sirs:

Your reproduction of decoration ribbons and service ribbons is a swell job but I noticed one error, which you've probably already discovered too. The time required for a soldier to be eligible for the Good Conduct medal is now one year, not three. The regulation was changed this year.

SGT. JOE McCARTHY  
Editor

Yank

New York, N. Y.

Sirs:

*LIFE* stresses the fact that foreigners may receive certain decorations. You failed to mention that members of the U. S. Merchant Marine are entitled to wear all U. S. service ribbons, and may



MERCHANT MARINE MEDAL

be awarded many of the Army and Navy decorations. Neither did you show the Merchant Marine Distinguished Service Medal, an official U. S. decoration.

H. J. FITZGERALD  
Kerrville, Texas

M-G-M

Sirs:

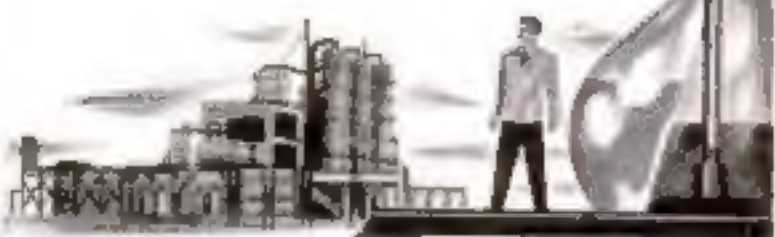
Congratulations to *LIFE* for its splendid essay on the Metro-Goldwyn-Mayer studio (Sept. 27). Nothing could be more gratifying to us who are a part of and proud of our great industry, than to see it so ably presented.

For myself, personally, I only wish that more might have been said to amplify the relationship between star and director. No director could possibly have a happier and more respected association with one of the screen's finest artists than I have had in directing Greer Garson in three of her pictures, *Madame Curie*, *Random Harvest* and *Blossoms in the Dust*.

Actors and actresses take their work seriously. Miss Garson is a particularly conscientious actress, studious, intelligent and sincere. She devoted months to a thorough study of Marie Curie's life before *Madame Curie* went into production. I point this out because, in refer-



## Draw Freely upon Dayton's Knowledge of Synthetic Rubber



Today, every industry in America faces two big problems. The first is the maintenance of war production. The other is post-war planning for the development of the new or improved products of free, resourceful enterprise which *must* provide ample work opportunities for *all* in the kind of an America that our men in arms are fighting to preserve.

It happens that Dayton Rubber, as the world's largest maker of V-Belts and the builder of the first American all-synthetic rubber automobile tires, has spent nine years in the development, processing and application of synthetic rubbers of all types.

As a result of our investment of thousands of priceless technical man-hours, we have quite naturally built up a tremendous backlog of knowledge and experience in synthetic and natural rubbers, and we envision literally thousands of new applications undreamed of before the war.

Today, our vast fund of accumulated knowledge and manufacturing experience, which is now serving the war effort, is a reservoir upon which *industry may draw freely* to save vital time in the application of synthetic rubbers to specific jobs or products.

Out of such collaboration may well come, we sincerely believe, products which promise a full measure of service to the people of post-war America.

THE DAYTON RUBBER MFG. CO.  
DAYTON 1, OHIO

One of the operators of the first Government Dual-unit type Synthetic Rubber Production Plants

# Dayton Rubber

MAKERS OF TIRES, TEXTILE MACHINERY PARTS,  
PRINTING ROLLERS AND V-BELTS FOR  
AUTOMOTIVE, RAILWAY AND INDUSTRIAL USE

(continued on p. 11)



*Marjorie Lawrence, world famous dramatic soprano of the Metropolitan Opera; James Melton, star of Metropolitan Opera, concert and radio, and Bob Hope, leading radio comedian and moving picture star.*



## THE ELECTRONIC TUBE GAVE RADIO ITS VOICE

Why do you suppose it is that the human voice, spoken over the radio, will carry around the world in a split-second, without wires?

The answer is in a word you've seen a lot, lately—"electronics." The electronic tube, or the radio tube, gave radio its voice.

Before the development of this tube, thirty years or more ago, "wireless" was limited largely to ship-to-shore messages. Three inventions had yet to come before the voice of modern radio could span continents and oceans: a suitable high-frequency generator, a modulator, and a device to amplify weak distant signals. The magic high-vacuum tube was the answer to these three needs.

General Electric research contributed to all three. Dr. Steinmetz, Dr. Alexanderson, Dr. Coolidge, Dr. Langmuir, Dr. Whitney and their associates, supported by General Electric resources, probed long and successfully into secrets hitherto hid from man. They helped bring the radio into your home!

The electronic tube is today much more than a "radio" tube. Electronic tubes alone make possible the electron microscope, television, the talking moving picture, the X ray. Industrial electronic devices can count, measure, weigh, and smell. Military electronic tubes are fighting on many fronts.

In all these fields, the electronic tube—the voice of your G-E radio—is building a better America!

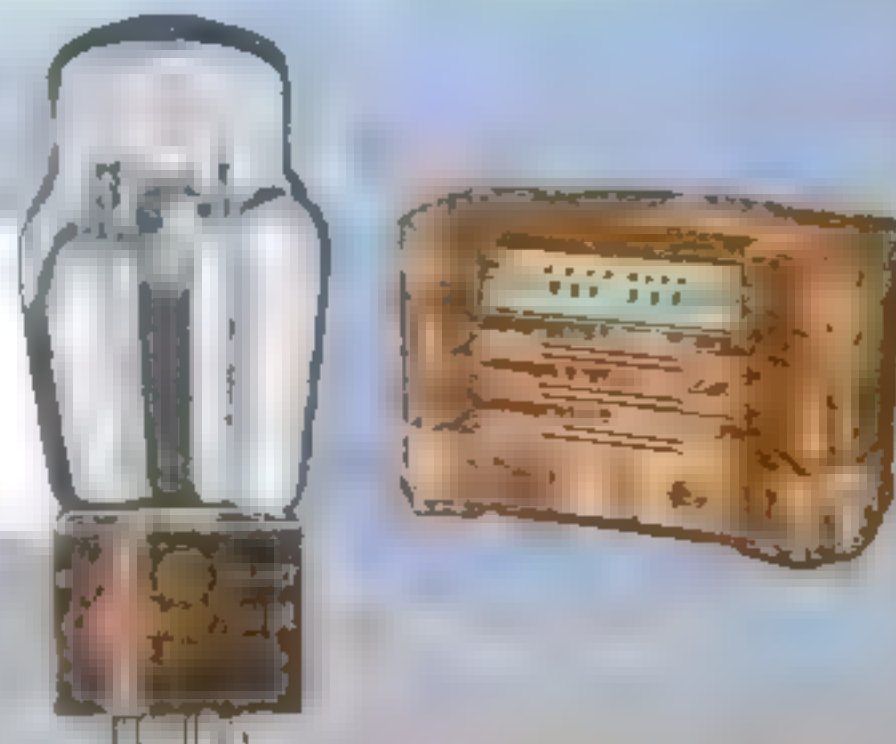
**FREE:** 32-page, full-color booklet: "Electronics — a New Science for a New World." Address *Electronics Department, General Electric, Schenectady, N. Y.*

• Tune in General Electric's "The World Tway" and hear the news from the men who see it happen every evening except Sunday at 6:15 E. W. T. over CBS network. On Sunday listen to "The Hour of Charm" at 10 P.M. E. W. T. over NBC. Buy War Bonds for the better things of tomorrow—including a G-E radio.

**GENERAL ELECTRIC**

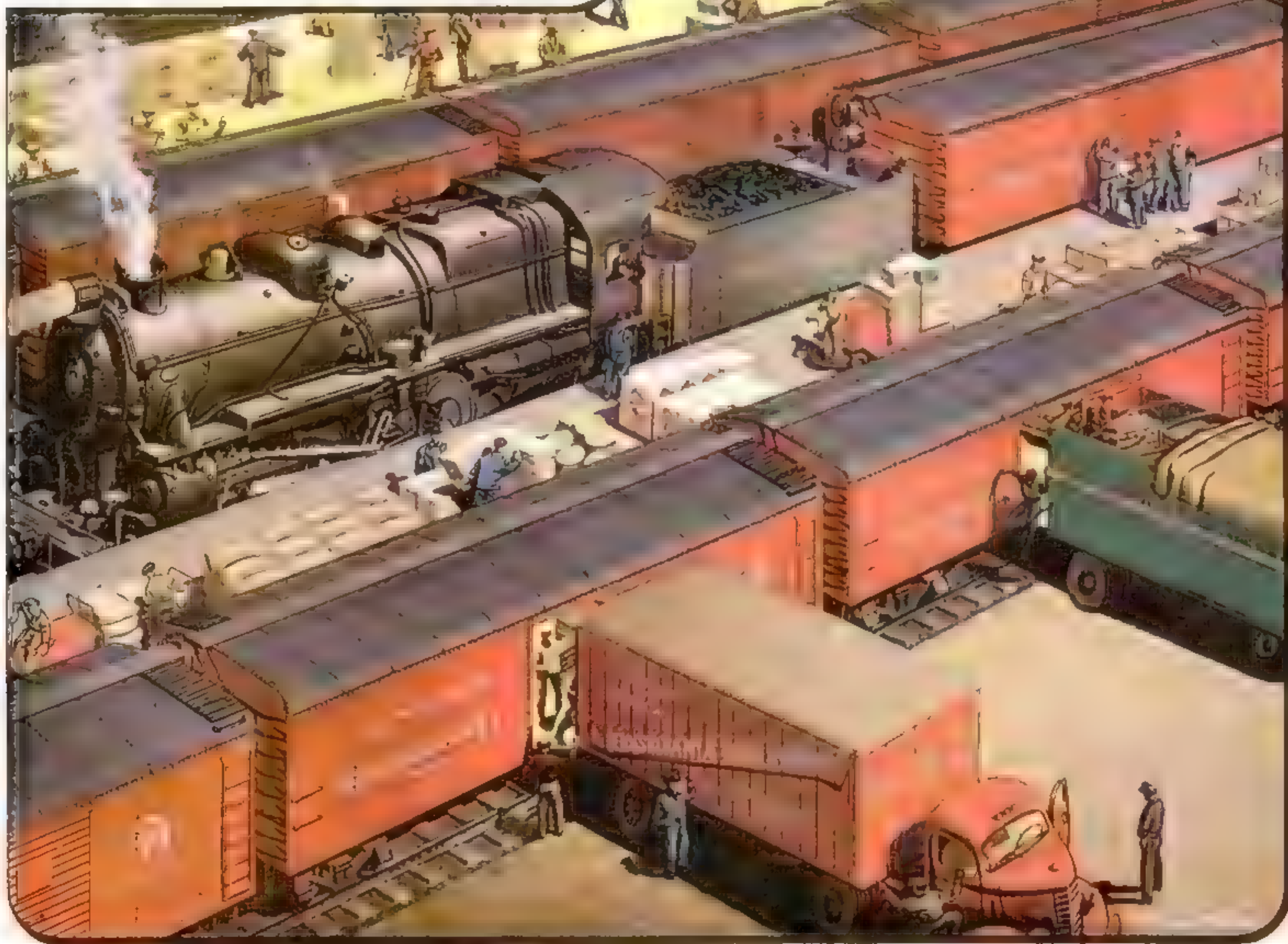
RADIO...TELEVISION...ELECTRONICS

**Every General Electric radio is an electronic instrument**  
Radio is a product of electronic research. The newest kind of radio is FM (Frequency Modulation) which brings you "Natural Color" reception—with all the overtones that you miss in conventional radio.





## Rushing the Rations



**I**T is early morning. Stars still hang in the sky. Folks are deep in slumber. But at the many great freight terminals of the Pennsylvania Railroad all is bustle and activity . . . *the rations are rolling in!*

Fresh meats from great packing centers . . . crisp vegetables and juicy fruits from lands where the warm sun shines . . . butter from creameries . . . cases of canned goods from canneries . . . the foods so essential to wartime energy and health.

Over the lines of the Pennsylvania Railroad

more food is moving than in any year within memory . . . particularly to great industrial centers and Atlantic ports, for shipment overseas.

But that is only half the story. In the face of rising costs, *the railroads today are hauling food at virtually the same low freight rates prevailing in 1939.* That helps materially to keep living costs down.

Of course, to keep this tremendous tide of food flowing in from every part of the country often means delays for passenger trains and less vital freight shipments. But these are days when "first things must come first." And food certainly is a *first*. So if your train should be a little late, please remember that vitamins for the overseas or home front may have had the right-of-way.

BUY UNITED STATES  
WAR BONDS AND STAMPS

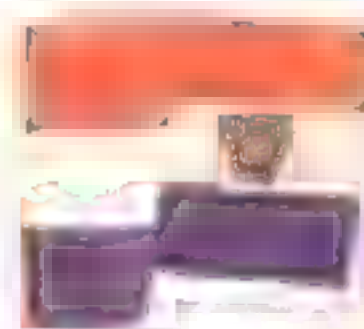


**PENNSYLVANIA RAILROAD**

*Serving the Nation*

★ 35,661 in the Armed Forces

★ 53 have given their lives for their country





**DON'T BORE  
YOUR FRIENDS  
COMPLAINING  
ABOUT THE  
DISCOMFORTS OF  
A STUFFED-UP NOSE  
DUE TO A HEAD COLD!**



Mistol Drops is one of the oldest preparations for the relief of such discomforts. Easy and convenient to use. Just tilt head back and put drops into each nostril.

Copy, 1942, Stano Incorporated

**CAUTION: Use only as directed**

**WASH THAT  
TIRED, RED-EYED  
LOOK AWAY!**

**—IN SECONDS!** Yes, you can soothe eyes that feel drawn and tingly from close work, glare, dust or late hours in a few seconds! Just drop 2 drops of EYE-GENE in each eye. Almost immediately comes a feeling of soothing relief. Glance in a mirror and you'll see that your eyes actually look rested, bright and clear, too!

EYE-GENE is an eye specialists' formula. No other lotion has the exclusive ingredient that makes it so effective in so short a time! Stainless. Inexpensive. At drug, department and 10¢ stores.

**EYE-GENE**

**2 DROPS  
CLEAR,  
SOOTHE IN  
SECONDS!**



## LETTERS TO THE EDITORS

(continued)

ring to the time required to film a single scene for the picture, LIFE suggested that I took an entire day to help Miss Garson deliver seven words. Unfortunately, to those not familiar with the problems of filming an intensely emotional scene, this might seem to reflect on the ability of Miss Garson as an actress. I would feel remiss if I permitted such an impression to pass without a word. So it should be noted that the photographs of myself with Miss Garson were taken after the day's work and were not actual scenes, but excerpts from same. They were specially posed merely to illustrate the care that goes into perfecting a scene. That same day Miss Garson had made a number of other scenes. If a director had no other worries, except for Miss Garson's craftsmanship in playing any scene, he would have no worries at all. The manner in which a scene is to be played, rehearsals, settings, lights, photography and many other factors are involved in the time required to obtain a satisfactory take.

MERVYN LEROY

Culver City, Calif.

### BACK VIEW

Sirs,

Your article, "Kids and Guns" (LIFE, Oct. 4), was well done but you left out one complete side of the big Third War Loan rally of which it was a



### BEHIND THE SCENES

part. There was also a great amphitheater seating several thousand people. Enclosed you will find a picture of that amphitheater, taken from the back view.

HENRY GICHNER

Washington, D. C.

### LEGHORN CONTROVERSY

Sirs,

Frank Norris writes (Letters to the Editors, Sept. 27) as if he were a breeder of chickens, but whether he is or he isn't, he should be advised to better acquaint himself with the abilities of the various types of domestic fowls before so positively asserting himself upon their performances and advantages.

Contrary to Mr. Norris' belief as expressed in his letter to LIFE, single-comb White Leghorns will lay more eggs over a longer period of years and on less of the valuable and costly feed that is so hard to obtain nowadays, than will any other breed.

In the two-, three-, four- and five-year-old pens at national egg-laying contests this year, White Leghorns are laying more eggs than are any other breed—877 per year more than their nearest competitor in the two-year class, 413 more in the three-year class, and with no competition in four- and five-year classes. These records are for pens of 13 hens. Lifetime records, two-year-old classes, show during a two-year laying span for Leghorns, 13 hens, a total of 6,426 eggs, second place to Rhode Island Reds with 5,564 eggs; the New Hampshire about which Mr. Norris wrote, 4,533.

Leghorns are more hardy, have lower mortality during their laying period, lay more eggs over a longer period, and consume less feed per dozen eggs produced, than any other breed of chickens. America and her Allies will have to thank the Leghorn breed for the meeting of our egg-production goals during the war period.

ROBERT W. ROUSE

Lexington, Ky.

# SHAMPOO *YOUR* HAIR *this same easy way used by* GORGEOUS POWERS MODELS



**Leaves Hair Silken-Soft  
With Glossy Brilliance  
That Lasts For Days!**

When Powers Models—those stunning "million dollar" beauties in New York City—wash *their* hair with Kreml Shampoo—you can be sure it's one of the most beautifying shampoos you can buy.

### Just Make This Test!

Wash *your* hair with Kreml Shampoo according to the easy directions. It takes only 10 minutes to give your hair this "glamour-bath."

Then notice how much softer, silkier your hair is—so much easier to set—how it stays in place so much longer. Not only that, but Kreml Shampoo actually brings out all the natural glossy lustre—the bright highlights and sparkling beauty that lie concealed in *your* and *every girl's* hair so that even the *color* of your hair appears more attractive.

**WHY JOHN ROBERT POWERS  
TELLS HIS MODELS TO  
USE ONLY KREML SHAMPOO**

John Robert Powers is one of the greatest authorities on feminine beauty in this country. And to every Powers Model he advises: "Use only Kreml Shampoo if you want your hair to be naturally silken-soft, easier to set and aglow with its brilliant highlights."

### Helps Keep Hair From Becoming Dry or Brittle

There are no harsh chemicals or caustics in Kreml Shampoo. It never leaves any excess dull soapy film. It not only thoroughly cleanses hair and scalp of dirt and loose dandruff but its beneficial *oil* base helps keep your hair from becoming dry or brittle.

Remember—Powers Models are famous for their beautiful shining tresses. Why not take a beauty tip from these girls and "glamour bathe" *your* hair with Kreml Shampoo! You can get a bottle from any drug or department store.

# Kreml SHAMPOO

**FOR SILKEN-SHEEN HAIR—EASY TO ARRANGE**  
MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONIC





# *SPEAKING OF PICTURES . . .*

*... ARTISTS NUMBER THEMSELVES AMONG THEIR FAVORITE MODELS*



John Stewart Curry sent self-portrait above to de Young show. Below, Curry in real life. Note big blunt brushes Curry holds in portrait, a tip-off to his smooth, strokeless technique.



Lyonel Feininger, an American-born painter who went to Europe in 1887 and did not return until 1916, poured this good self-likeness without altering his strange, semi-cubist technique.



Aaron Bohrod, one of LIFE's painter-correspondents, painted informal self-portrait in his University of Illinois classroom. Bohrod has just returned from a painting tour of South Pacific.



Fletcher Martin, recently in North Africa for LIFE as a painter-correspondent, painted himself dramatically at work on another painting. Photographic portrait of Martin is shown at the right.



In 2650 B. C. an Egyptian artist named Ni-anh Ptah chiseled his own portrait in a limestone bas-relief, setting a bold artistic precedent. Since that time many artists, including Phidias, Leonardo da Vinci, Dürer, Rubens, Goya and Cézanne, have made self-portraits. In modern American art, self-portraiture was brought up to date in September when San Francisco's de Young Museum assembled the work of 152 contemporary painters, illustrators and cartoonists. Shown here is a part of the de Young show which is now touring art galleries in other cities.

Because painters take themselves even more seriously than actors, their self-portraits are on the whole more objective than the general run of their work. But for the self-portraiture of men whose profession is taking themselves lightly, see the following page.



**Philip Evergood**, an American artist who went to Eton and Cambridge, chose with more whimsy than most self-portraitists to paint his picture grafting branch on a tree in his New York backyard.



**Paul Cadmus**, a bitter and violent young painter, did this tempera and oil portrait of himself in 1933. Photograph at right was made by George Platt Lynes, friend of Cadmus and also an artist.



**Fletcher Martin and painting, July 4th, 5th & 6th**, which appeared in LIFE Nov. 11, 1940. Martin, a former lumberjack and fruit picker, learned to paint without benefit of formal instruction.



**Henry Mattson**, Swedish-born painter who is best known for his moody seascapes, painted self-portrait above in 1923, when he looked different from recent photograph shown below.







Tune In! CAN YOU TOP THIS — Saturday Night — NBC Network

## SPEAKING OF PICTURES

(continued)



James Thurber, one of finest informal essayists and a cartoonist, exaggerated hair in self-portrait. Because of poor eyesight, Thurber writes and draws on sheets 3x4 ft.



Milton Caniff, creator of popular *Terry and the Pirates*, drew a background of creatures of his imagination. Caniff also does a strip called *Mala Call* solely for Army.



R. (for Richard) Taylor, like Caniff, pictures himself as a man surrounded by much more than meets the unaided eye. Taylor does most of his work for *The New Yorker*.



Glynn Williams, a Harvard man whose cartooning career began under auspices of Charles Dana Gibson on old *Life*, sees himself as working in bare, unfurnished cell.



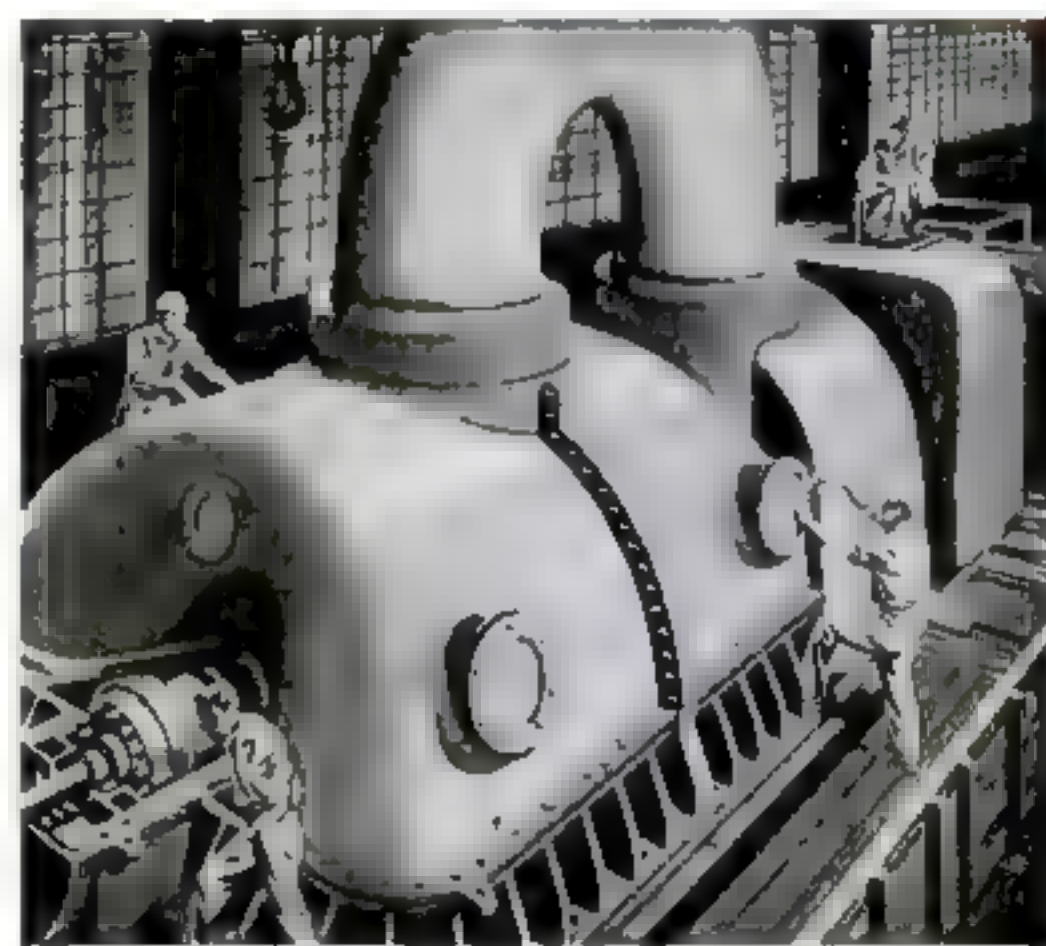


## Westinghouse generators make power for a nation at war...

From the world's largest water-wheel generators at Grand Coulee Dam—from Westinghouse steam-driven generators in power plants throughout the nation—flow billions of kilowatts of electric power to turn the wheels of America's war industry.

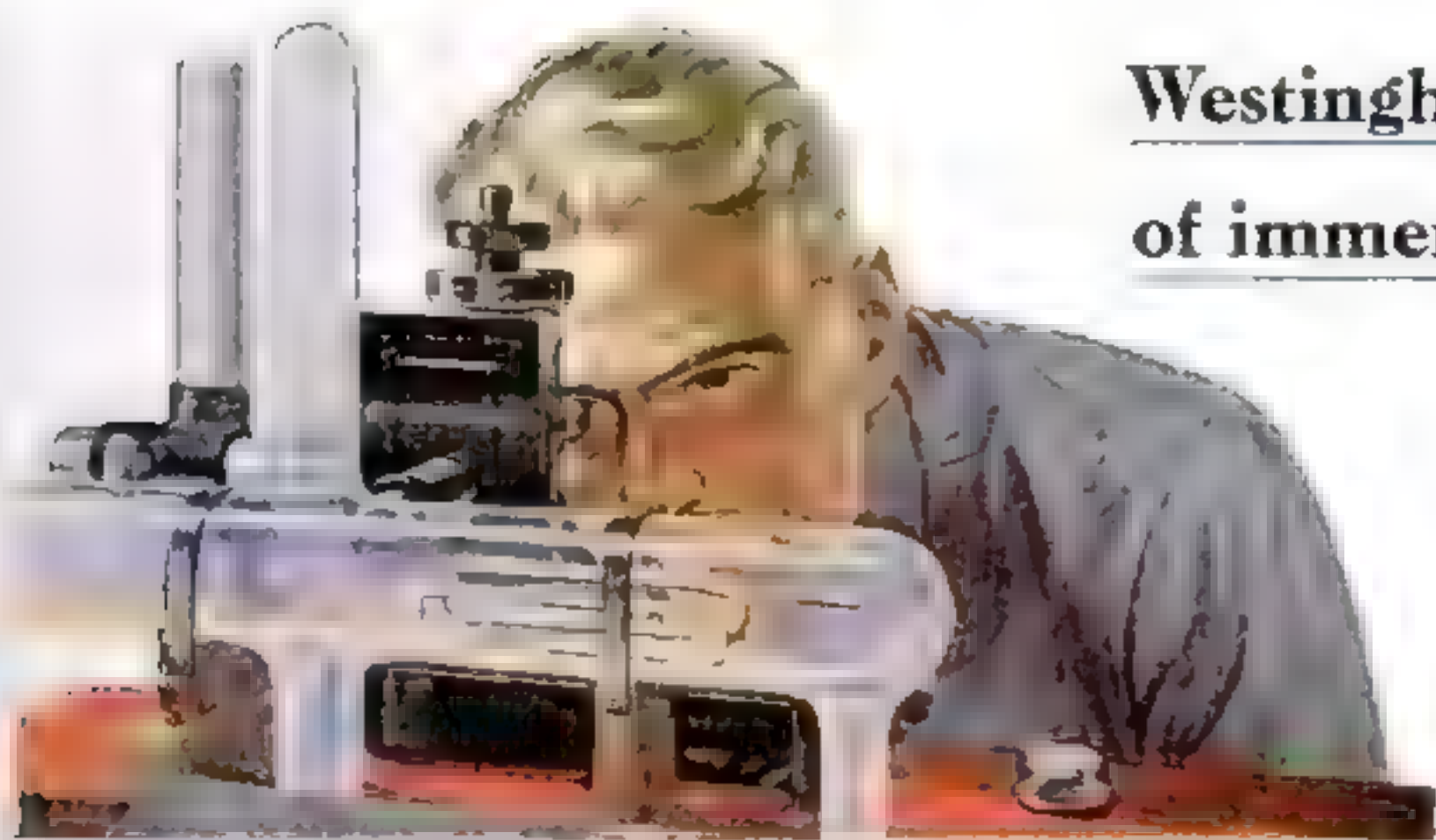
## Westinghouse combines the power of a thousand human skills...

A workman at a lathe, a girl on an assembly line, an engineer on the test floor—theirs, and the countless other skills of 103,000 Westinghouse employes, are welded into a single great production force. Their vast experience and knowledge help to produce the vitally needed power-generating equipment to drive America's mighty war machine.



## Westinghouse contributes the power of immense new knowledge...

When the incredible weapons born of wartime research are reforged for peacetime service, the daily miracles that electricity will perform are certain to create new and finer standards of living... while the cost of electricity continues to decrease as our nation's power-generating capacity continues to increase. Westinghouse Electric & Manufacturing Company, Pittsburgh, Pa. Plants in 25 cities—offices everywhere.





# Shoes for Men of the U.S.A.

They can be brown or black . . . official or civilian . . . They can fight at the front or work in a war plant . . . But there are really just two kinds of men's shoes these days: *Shoes that Fight to Win—Shoes that Work to Win* . . . and two kinds of men are asking these two kinds of shoes just these two questions: "How will it march and fight?" . . . "How will it walk and work?" . . . The makers of Roblee® turn out *both* kinds—with emphasis on good leather, good comfort, good workmanship. United Men's Division, BROWN SHOE COMPANY, Manufacturers, St. Louis.



**"Rough side" out** in this Army Service Shoe, shown above, because it resists jungle scuff or desert scuff better, also can be more thoroughly waterproofed. At right—civilian shoe in smooth black calf with patented Tread Straight feature which makes you walk like a "Three-Star" general.



Roblee Style B-826

**\$6<sup>00</sup> to \$8<sup>00</sup>**

Some special styles slightly higher

# Roblee

SHOES FOR MEN



# LIFE'S REPORTS

## THE STORY OF FORT SCHUSTER

by WILL LANG

Naples (by wireless)

American troops landed on Italy's beaches Sept. 9, and three weeks later Naples fell to the Allied troops. That Naples was captured so quickly was due chiefly to the stubborn fight made at Fort Schuster by a small group of American soldiers.

Fort Schuster is not actually a fort. Doughboys gave that name to a sturdy stone farmhouse in a high, V-shaped mountain cut known as Chiunzi pass. In peacetime, tourists motoring north to Chiunzi pass started from the coastal fishing town of Maiori and followed a winding valley road past hills gently terraced with vineyards. But just beyond the pass, Chiunzi Mountain drops away breathlessly in a series of precipitate ridges to the plains of Vesuvius 2,000 feet below. There are no vineyards on the brutal northern slopes, just stunted, hardy pine scrub.

From the terrace of the farmhouse, fertile bottomland below stretched away for miles before being stopped abruptly by the tremendous shape of Vesuvius smoking peacefully. On clear days you could see the coastline to the left of the volcano curving eastward to the white-walled city of Naples. An old Italian couple lived in the farmhouse with their three daughters, and in peacetime they found selling coffee and cakes to tourists on the terrace a profitable sideline to running their farm.

On Sept. 9, just before dawn, a small group of Rangers jumped from their landing barges onto the tiny beach at Maiori. There was no fight on the beach. An attack was not expected there, where mile after mile of mountains slid sharply into the sea. Pushing on up the valley, the Rangers gathered 200 surprised German prisoners. Reaching Chiunzi pass, the Rangers frantically began digging into the heights on both sides.

The same day "Doc" Schuster moved his battalion aid station into the farmhouse. To the old Italian couple, the appearance of jolly, bald-headed Captain Emile Schuster and his soldiers was an unwelcome sight after the tourists. But Doc began setting up his plasma bottles and his litters right in the first-floor living room. The bald-headed medico expected business.

He did not have long to wait. The Germans immediately began a series of vicious counterattacks. The first was caught by Lieut. "Pleck" Plecas and a platoon of 18 Rangers.

Plecas and his men were dug in on two knolls before a ridge protecting the eastern side of Chiunzi pass. Captain E. B. Kitchens saw the Germans attack the foremost of the knolls frontally. He called Plecas on the field telephone.

"Pleck," he asked, "how many Jerries you got in front of you?"

"About three times what I got," answered Plecas.

"Well, pull back to the ridge," ordered Kitchens.

"But there's a pretty big force in back of me," said Plecas.

"Then pull out from between them and come back," snapped Kitchens.

"But they're also closing in from one side," said Plecas.

Kitchens was aghast. The fourth side of the knoll was a sheer vertical drop of hundreds of feet. "Dammit," he exploded, "maybe you better just turn around and fight back the shortest way."



TIRED SOLDIERS SLEEP ON FORT SCHUSTER'S FLOOR; OTHERS WAIT TO ATTACK

CONTINUED ON NEXT PAGE

### Warm Pals

Off to work, or off to school—dad and lad are in right inside their Reliance-made coats and flannel shirts. The boy proudly wears his Yankshire reversible. Really two coats in one. Finger-tip length of wool or smart corduroy on one side. Shower proof gabardine the other side. Worn with comfort either side. Dad wears his Big Yank Jacket. Made of heavy melton and blanket-lined covert, or whipcord. Both coats outstanding—both very popular. Sold at good stores everywhere.



**FREE** Big 32-page and cover illustrated 9 x 12 inch book, "1000 Ways To Have Fun." for label! Everybody will want one. Packed with information on parties, games, stunts, etc. Exactly what every family wants for home entertainment during these times. Free for just sending label from Big Yank or any other Reliance product listed below. Just send label and your name and address to 212 West Monroe St., Dept. L, Chicago 6, Illinois.

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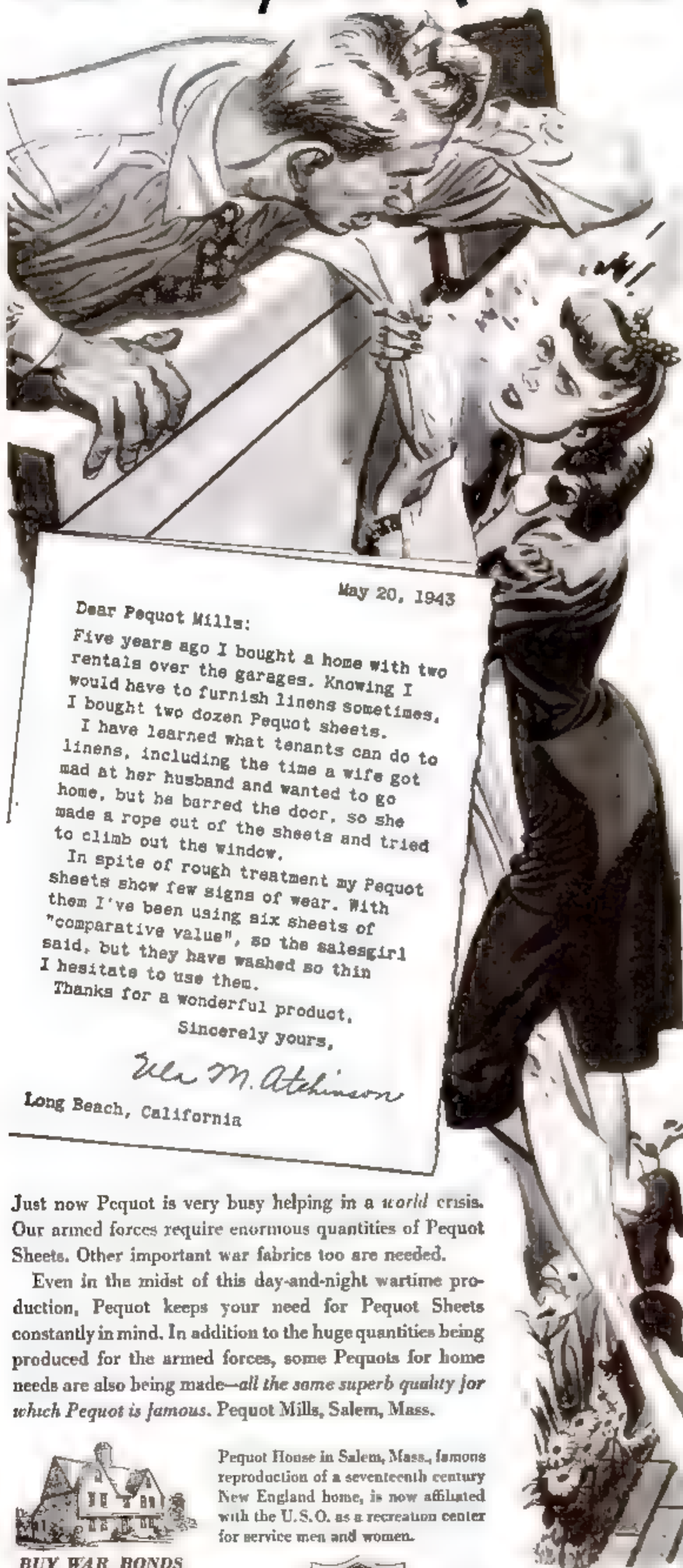
Frocks • Yank Jr. Boys' Wear • Big Yank Flannel

Shirts • Parachutes for Men and Material





# ANGRY WIFE *proves* PEQUOT WEAR



May 20, 1943

Dear Pequot Mills:

Five years ago I bought a home with two rentals over the garages. Knowing I would have to furnish linens sometimes, I bought two dozen Pequot sheets.

I have learned what tenants can do to linens, including the time a wife got mad at her husband and wanted to go home, but he barred the door, so she made a rope out of the sheets and tried to climb out the window.

In spite of rough treatment my Pequot sheets show few signs of wear. With them I've been using six sheets of "comparative value", so the salesgirl said, but they have washed so thin I hesitate to use them.

Thanks for a wonderful product,

Sincerely yours,

*Mrs. M. Atchinson*

Long Beach, California

Just now Pequot is very busy helping in a world crisis. Our armed forces require enormous quantities of Pequot Sheets. Other important war fabrics too are needed.

Even in the midst of this day-and-night wartime production, Pequot keeps your need for Pequot Sheets constantly in mind. In addition to the huge quantities being produced for the armed forces, some Pequots for home needs are also being made—all the same superb quality for which Pequot is famous. Pequot Mills, Salem, Mass.



Pequot House in Salem, Mass., famous reproduction of a seventeenth century New England home, is now affiliated with the U.S.O. as a recreation center for service men and women.

BUY WAR BONDS

**PEQUOT**



**SHEETS**

## LIFE'S REPORTS (continued)

Plecas proceeded to do just that. Leaving one Ranger manning the machine gun to delay the frontal German advance, he jabbed at the enemy on his flank and fought his way across two knolls to Kitchens' ridge with the remainder of the force. The lone machine gunner was captured but the rest of the platoon escaped.

After that first attack Doc Schuster was busy as hell. When the Germans were not storming the ridges with masses of men they poured mortar and artillery fire into Chiunzi pass. The wounded began streaming into the aid station. The farmhouse itself was not immune; dozens of direct hits landed on the building. First a corner room was blasted open to the sky. Next a balcony was shot away. But the 2- and 3-ft. stone walls of the building shook off all the rest. Schuster's aid station was right in the front line with the infantry, but he refused to budge. "It was the kind of a house you could depend upon," he said later.

Those first days were days of crisis for Lieut. Colonel William Darby and this handful of Rangers. The Rangers' position was cut off except by sea; it was an anchor tied by a thin supply line across the water to an army 20 miles away. But Darby, with his handful of fighting and colorful characters, stuck firm in Chiunzi pass.

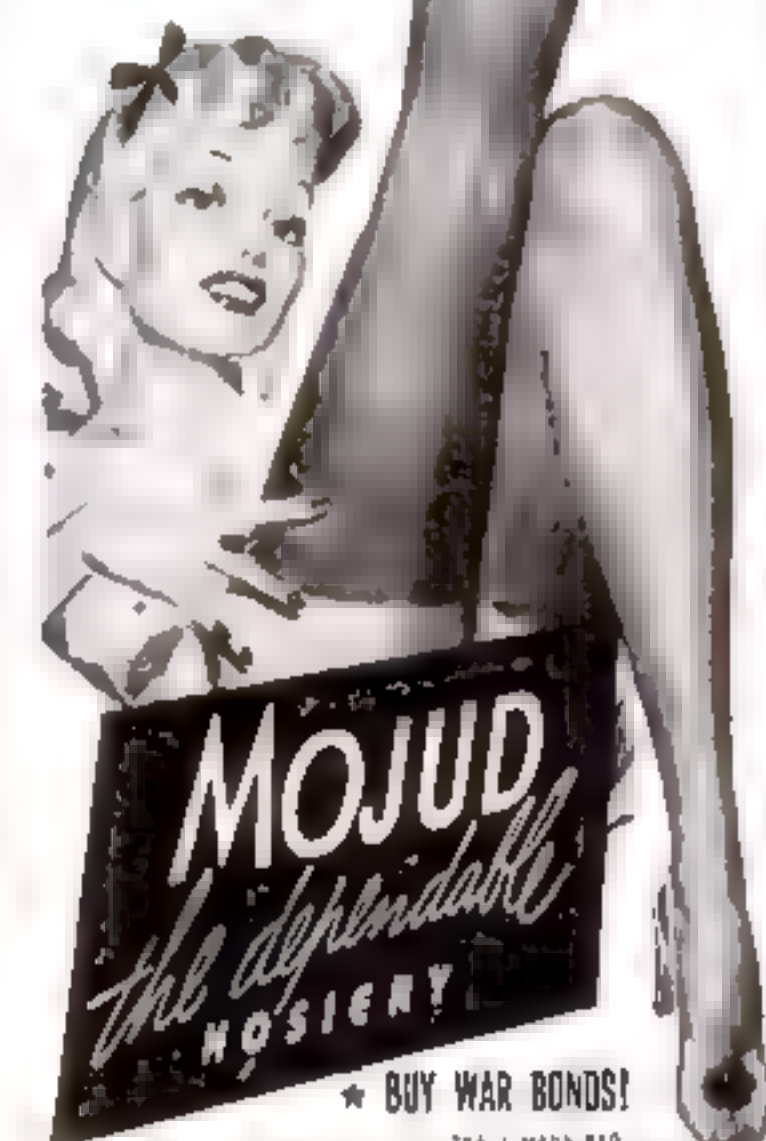
In the first week those few Rangers beat off a dozen determined attacks, right flank, left flank and brutal frontal assaults, none of them by less than 200 Germans. Doc Schuster figured that the Germans lost ten times as many men as the Americans in that period.

Schuster knew because he and his aid men crawled out to get every Ranger who was hit. "You've got to hand it to my litter bearers," says Schuster with pride. "They're the unsung heroes." Doc Schuster himself nearly became a dead hero. On one patrol a man was killed and the rest of the Americans had to retire hastily to avoid being trapped. Within a few minutes the dead man was surrounded by Germans. When he heard of the death, Doc Schuster insisted that he was going out and fetch the body back from the forward slope. A husky Ranger with a fist like a club finally had to knock Schuster unconscious to prevent a suicide mission of mercy.

There were few let-ups by the Germans. Enemy shells were dropping into the pass and American positions throughout

## MOJUD...that's all you need know about stockings

The same Mojud on stockings tells a meaningful story of extra quality yarn...of skill in knitting...and of infinite care in testing, examining, finishing. That's why to millions of women Mojud means the utmost in long-lasting loveliness. At better stores everywhere.





# Spur

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**THE COLA  
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GENUINE  
**Orange Blossom**  
ENGAGEMENT & WEDDING RINGS



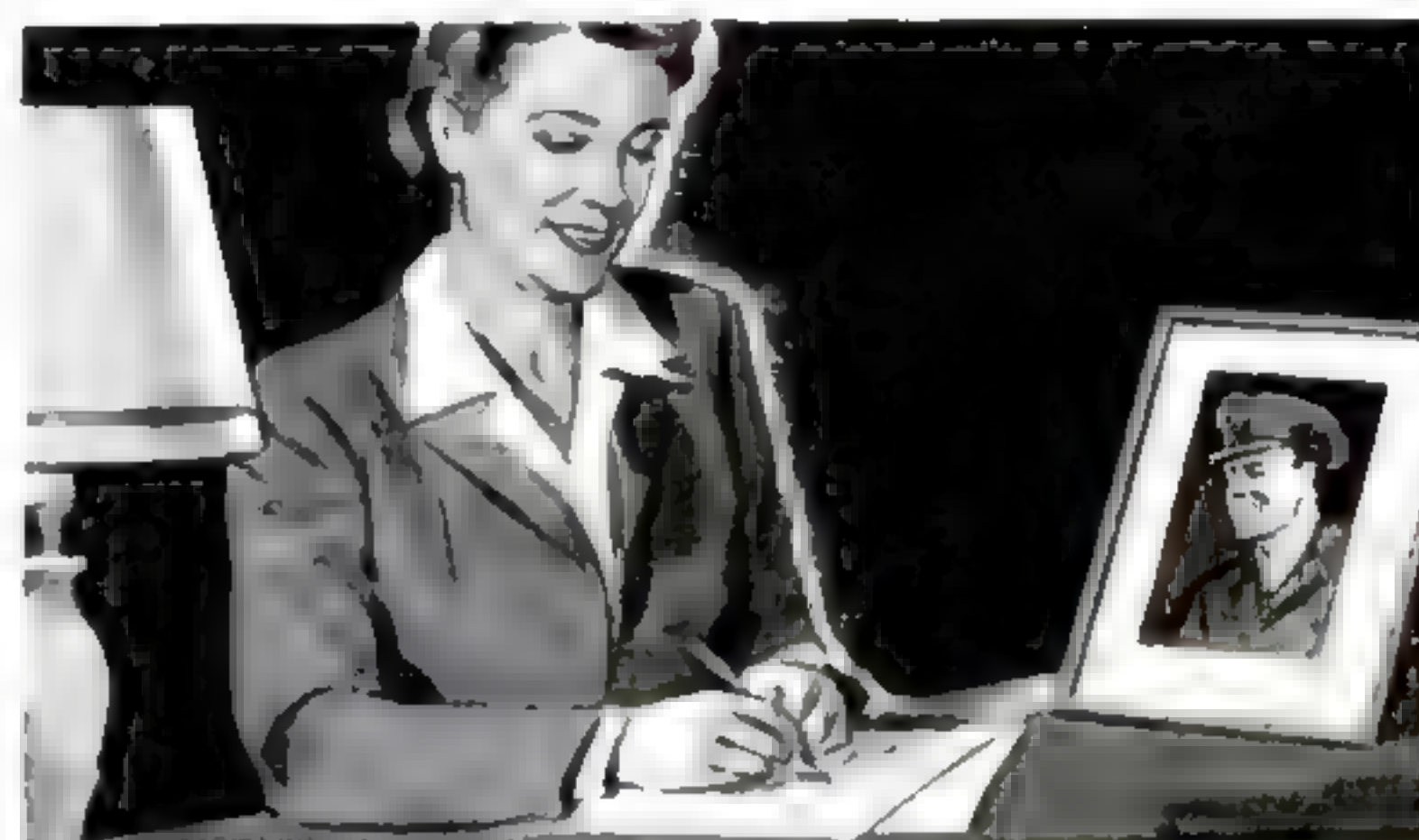
## LIFE'S REPORTS (continued)

the day and most of the night. There was no place in the entire sector which was safe except one—the stone farmhouse. Ironically enough, the building, which squatted in the middle of the pass and could be seen for miles from the plains below, remained virtually intact, chipped but erect. The doughboys grew superstitious about the uncanny ability of the structure to resist destruction. At nighttime more and more men stationed in the pass itself left foxholes and moved into the farmhouse to sleep among Doc Schuster's plasma bottles and litter patients or next to piles of potatoes in the upper rooms. As more reinforcements reached the isolated sector—air-borne units brought by landing craft to Maiori, elements of an infantry division with the long-lacking artillery—the building became even more crowded. Within a few days it contained all the command posts for the motley collection of American units in the Chiunzi area, a central switchboard with lines running to all forward and rear elements from these outfits, a medical clearing station and a variety of stoves to feed the occupants. Even its upper-story windows overlooking the plains were used as an artillery observation point. A contingent of British officers and enlisted men moved in early to direct additional fire from a British cruiser lying offshore at Maiori. Troops infested the ancient structure like the lice they found before them. And with each shelling of the pass, more men moved in. Nearby blasts frequently holed the thick wooden doors with shrapnel and sometimes blew doors with their useless hinges down to the floor inside. But the farmhouse survived each shelling.

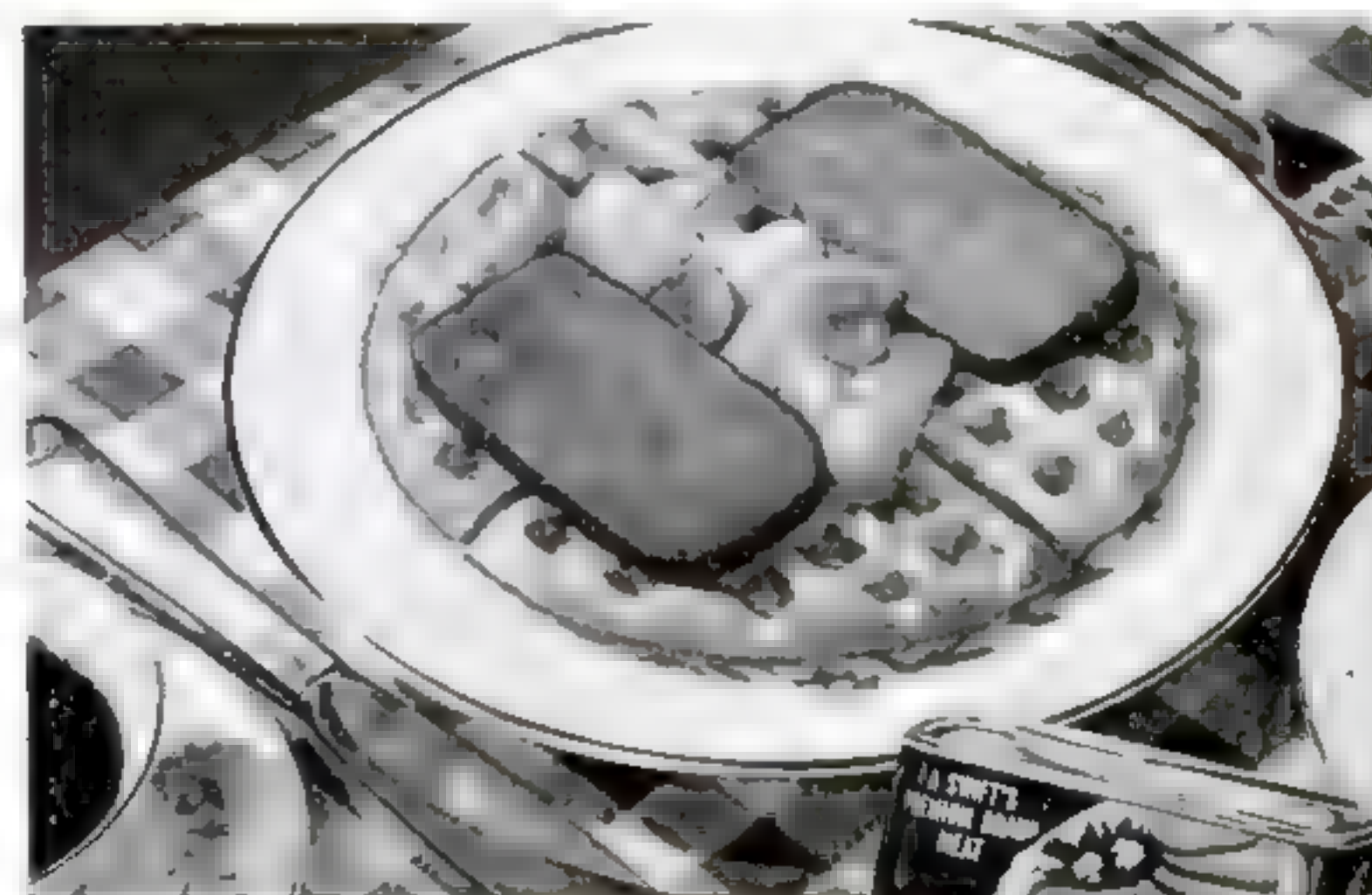
The sturdy building was unofficially christened "Fort Schuster" the night of Sept. 17, when replacements came up to relieve the Rangers in the forward positions. After dark the Rangers pulled back but, through some misfiring on orders, the replacements never did reach the ridges that night. Doc Schuster, his aid men and the uninvited guests constituted the sole defense of Chiunzi pass during the interval. Schuster, a noncombatant, was the only officer present, his only weapon of defense a double-barrelled fowling piece he had picked up as a souvenir. When the field telephone in the farmhouse rang that evening, Sergeant Scotty Monroe reached it first and cheerily announced: "This is Fort Schuster. This is Fort Schuster." The name stuck.



**GRIND.** Non-stop meal making was becoming a weekend worry for Mother... with Dad's new shift, and the rest of the family to plan for. But point rationing taught her a few new tricks: that Prem, for example, was a good point buy—all meat, no waste.



**FIND.** Mother found the whole family went for this delicious sugar-cured meat—that Prem fitted into dozens of satisfying meal combinations easily fixed in a few minutes' time. Gave her *extra* hours to write Son Bill in the South Seas and catch up on other wartime duties.



**FINE.** Better than fine—fried Prem and fruit salad on a large waffle for Sunday supper! It's good to eat and good nourishment, because Prem supplies protein, minerals, and B-complex vitamins. And it's ready in a jiffy!

*Sugar-Cured* BY THE MAKERS  
OF SWIFT'S PREMIUM HAM



BUY, BUY WAR BONDS:  
BYE, BYE AXIS



**-AND JUST THINK!  
THE CHILDREN HAD  
FEWER COLDS!  
SHORTER COLDS!**



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WAR EVERY MOTHER  
SHOULD PUT VICKS  
PLAN TO WORK—  
INCLUDING ME!**

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TO WORK IN YOUR HOME TODAY**

**NOTE:** Full details of Vicks Plan in your package of Vicks... If the miserable symptoms of a cold are not relieved promptly—or if more serious trouble seems to threaten—call in your family doctor right away.



**LIFE'S COVER:** Mary Martin, the Venus of the new Broadway hit, *One Touch of Venus*, was born in Weatherford, Texas, in 1913. Five years ago her singing of *My Heart Belongs to Daddy* rocketed Miss Martin to musical comedy fame. The wife of Richard Hallday, literary agent, she has a 12-year-old son by a previous marriage and a 23-month-old daughter. For more about Miss Martin and *One Touch of Venus* see pages 61-64.

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- 1 HANGAR, 1 BARRACKS
- 2 ANTI-AIRCRAFT GUNS
- 7 SOLDIERS

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## LIFE'S PICTURES

J. R. Eyerman crossed the Atlantic three months ago in an uneventful convoy trip to Casablanca and has since been through enough battles to more than compensate for that brief period of calm. He photographed the bombardment of Sicily (pp. 76 & 79) and landed at Gela where a near-miss broke his watch, two cameras and his foot. Not incapacitated for long, he set up cameras amid flying shells to photograph action in Gulf of Salerno (p. 78).

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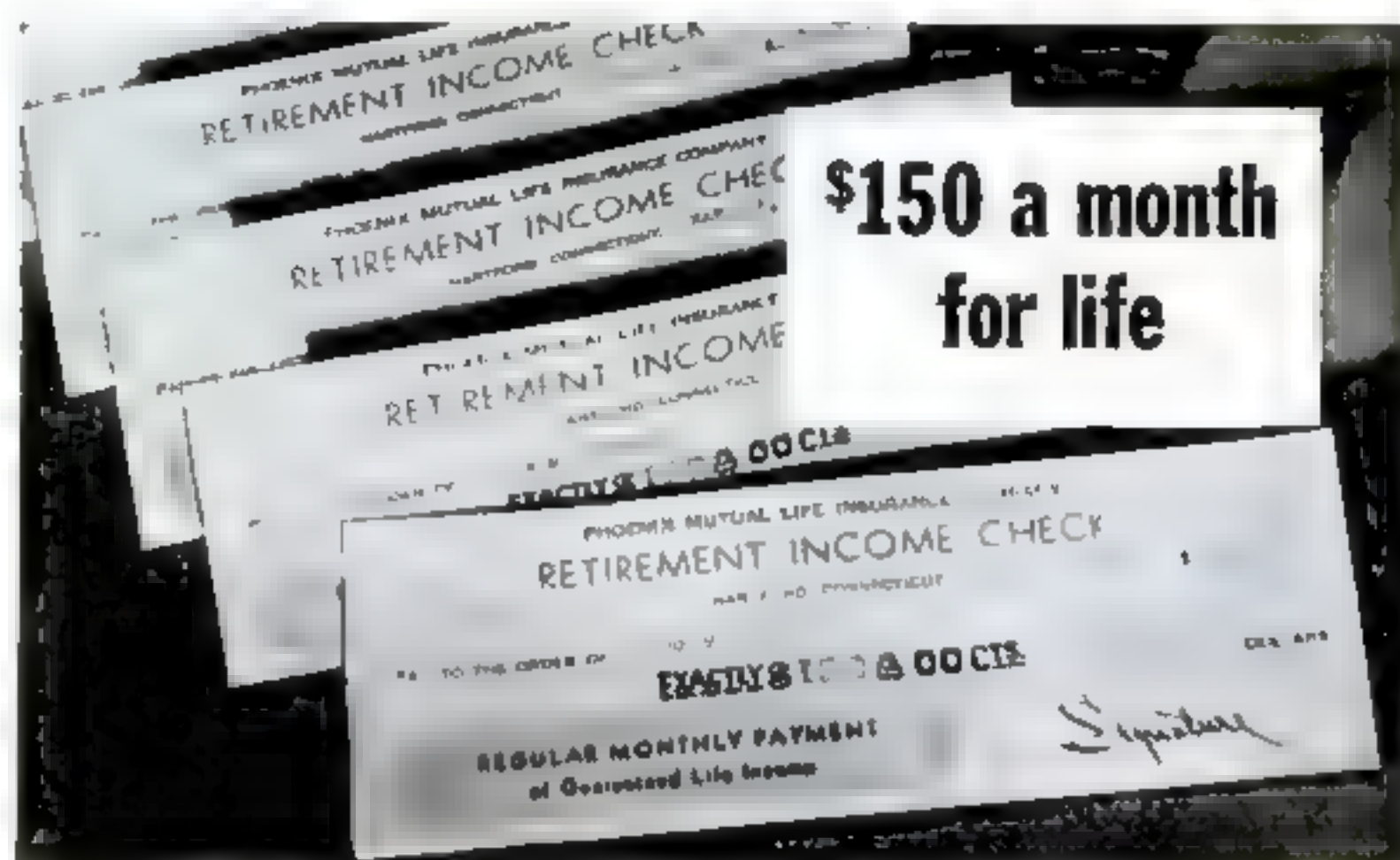
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# HOW A MAN OR WOMAN OF 45 CAN RETIRE IN 15 YEARS



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There is a Plan that can give you the income you need when you need it, so you will be free to work or not, as you choose; to travel, play and be your own boss, on a guaranteed life income.

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## *Forget-me-nots* WERE HIS BRIDAL BOUQUET

ALWAYS love me, they said . . . always remember. And, as time went on, the young bride became a mother, grew older, wove the fabric of her life around her husband's, cherishing with him the laughter, the tenderness, the heart-aches of their devoted little family.

And when the time of fatal parting came, a sprig of fading forget-me-nots was for her a tender symbol—there was so much to remember. His goodness. His care. His loving *foresight*, which provided for her even now. A carefully planned program of Prudential life insurance eased the financial strain of doctor's bills and

final expenses, and provided, too, a steady, if modest, income for her years of adjustment . . . with enough more to help the children prepare for *their* place in life.

Life insurance is a husband's best assurance that his loved ones will be saved the embarrassing difficulties of sudden want.

✓   ✓   ✓

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stands ready to help you toward a happier feeling of preparedness.

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*The* **PRUDENTIAL**  
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THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT





Parachute bombs, timed to explode just off ground, float down on Japanese AA installations at Boram airfield, near

Wewak on New Guinea. In this picture eight Jap guns can be seen, while in the gun pit at the right Jap soldiers are

crouching against the earth embankments for protection against the bombs. In this raid 60 Jap planes were destroyed.

## THE AIR WAR IN THE PACIFIC

**A**llied airpower curled like a whip last week over the Japs in the Pacific. It snapped down once on Rabaul, destroying or severely damaging 177 Jap planes, and sinking or severely damaging 123 ships. Another day it cut at Kahili on Bougainville in the northern Solomons, demolishing buildings and gun positions and setting fires visible for 80 miles.

These raids followed three weeks of intense Allied aerial activity. At Wewak, New Guinea, on Sept. 29, in raid shown above, American bombers destroyed 60 Jap planes and sank seven ships. On Sept. 17-18 Army bombers and Navy carrier planes hit the islands of Nauru, Tarawa, Makin and Apamama in the northern Gilberts and on Oct. 5-6 carrier planes, aided by gunfire from Navy ships, attacked Wake Island in

the raid described by LIFE Correspondent Robert Sherrod on p. 27. In the South Pacific Allied bombers and fighters destroyed more than 600 Japanese planes in two months and, as General MacArthur said achieved "definite mastery of the air over the Solomons' sea and adjacent water."

These victories were partly the result of two years of tropical warfare. For the bombing of Rabaul, planes could now operate from the Trobriand Islands, only 315 miles away, from Lae only 405 miles away, from Vella Lavella in the Solomons, only 415 miles away. These were the bases which were the Allies' rewards for winning the long, bloody campaigns which began last year at Port Moresby and Guadalcanal.

But the air victories were not only the result of

past achievements; they were a portent of things to come. With its vast distances, its islands and its impassable mountains and jungles, the war in the Pacific was becoming more and more a war of the air. Great bases could be outflanked by air; naval forces destroyed by air; armies starved and routed by air. Under these circumstances it was good last week to know that U. S. plane production was about 7,700 a month; Japan's about 1,200. In addition the U. S. probably had 12 to 15 carriers in commission, plus dozens of converted carriers, while Japan had about twelve all together. Soon it might be possible to augment South Pacific island-hopping with attacks by Army and Navy bombers, carrier- and land-based, directly across Central Pacific toward Japan itself.





**Wrecked planes and shredded palm trees** litter the water-pocked Jap airfield at Borom, near Wewak on New Guinea, during an attack by U. S. Mitchell (B-25) medium bombers. At right a service truck chugs up the road and a fuel truck is caught alongside an enemy fighter plane.

**But Airfield,** another of the Japs' dispersal fields in the Wewak area, was attacked by deadly parachute bombs when land in the wooded area at the side of the field where Jap fighter planes have been hidden. Along edge of field lie camouflaged fighters, some protected by revetments.







BLACK SMOKE ROLLS UP FROM WAKE, HIT BY U. S. PLANES AND SHIPS OCT. 5-6. BEHIND SMOKE AT LEFT ARE TWO WRECKED JAP SHIPS, WHILE BARBED WIRE LINES THE BEACH

# "HOLD YOUR HAT HERE WE GO"

LIFE CORRESPONDENT VIEWS DEVASTATING RAID ON WAKE ISLAND FROM THE REAR SEAT OF A DIVE BOMBER

by ROBERT SHERROD

*Aboard an aircraft carrier in the Central Pacific*

From the bridge of this great carrier, I can see a sight that would sadden the hearts of all Americans. To the starboard there is another carrier. For miles beyond it are cruisers and destroyers. On the port side there are several carriers, and their protecting cruisers and destroyers stretch all the way to the horizon. There are still other warships over the horizon.

It is the greatest carrier task force ever assembled, bearing many more planes than have ever before been carried into a naval battle. And we know it works, because we are not going into battle now. We finished the attack on Wake Island two days ago, and now we are returning to our base.

The blow the U. S. Navy delivered on Wake Island Oct. 5 and 6 fairly beggars description. On that little island, which the Japanese occupied after a desperate battle against a handful of U. S. Marines in December 1941, this task force poured more than 700 tons of high explosives, half of them bombs from our carrier-based planes, half big shells from the guns of our war-



Robert Sherrod was *Time* and *LIFE*'s war correspondent in the South Pacific during six dreary months of 1942 when the Allies had a scant handful of planes to meet the raiding Zeros. He spent last summer in the Aleutians, covered the invasions of Attu and Kiska, wrote *Company X* (*LIFE*, June 21). Last month he left New York for the Central Pacific just in time to go on the Wake Island raid, which he describes in this dispatch.

ships. Our strafing fighter planes also raked Wake with some half-million .50-cal. bullets. Wake is only about three square miles in area. Therefore, the concentration of explosives was 200 tons per square mile, which is probably heavier than any attack delivered in this war, including Malta, Cologne, Essen and all the rest. It is certainly a far heavier attack than we have been able to direct against any target within any two days, or any two weeks, of the war in the Pacific.

The Japanese had put a lot of effort and a lot of material into our Wake Island barracks for several thousand men, great oil-storage tanks, coastal defense

guns, hundreds of antiaircraft guns, power plants, ammunition dumps. Now all that is leveled and exploded. There is almost nothing left above the ground except the roofless shells of a few concrete buildings, and we believe that our bombs and cruiser shells found nearly everything the Japs had buried under the ground. The remaining Japanese will probably get quite thirsty before their water distilling plant on Wake can be

repaired. All the big guns had been silenced by the time our last wave of 144 planes hit the island on the afternoon of the second day. There was still some anti-aircraft fire by small-caliber guns.

This small fire puzzled some of our younger pilots who had perhaps been reading books about how planes alone could win the war. But our High Command, including even the most enthusiastic airmen, has long since learned that we won't "take" a Japanese stronghold simply by bombing it. The infantry is still very vital. Rear Admiral Arthur W. Radford, one of the Navy's youngest air admirals whose flagship in this



## Pacific Air War (continued)

task force is this carrier, estimates that not more than 10% to 15% of the Japanese on Wake Island were killed. Almost the only way to bomb a man to death is to hit him directly, provided he is in a trench, and we may be sure the burrowing Japs were well underground when our bombs and high explosives were crashing into Wake. But it is not difficult to imagine that the infantry or the Marines would have had a fairly simple task in killing the groggy Japs if they had followed up the heavy air attack.

### A slap in the face of Japan

But the purpose of this task force was not to take Wake. That can wait. A secondary motive was revenge for the attack on our Marines while Jap emissaries were still talking peace in Washington. The primary purpose was to find out whether the Japanese Navy dared to come out and fight. Wake is nearly 4,000 miles from the U. S. mainland; it is a little over 2,000 miles from Tokyo. That is what makes this deliberate, devastating attack a slap in the face of Japan.

Our first strike on Wake went in at dawn. The torpedo planes, loaded with general-purpose bombs and incendiaries, made their run unopposed. But the fighter planes (Grumman F6F Hellcats) which roared over the island almost simultaneously at 50 to 1,000 feet were intercepted by some Zeros, which probably had been in the air waiting for us. Of this attack Lieut. Commander Paul Buie, a lanky Georgia boy who commands the fighter squadron on this carrier, said: "We had so many planes over that island I had to elbow my way in to get a shot at a Zero." Within

20 minutes after the interception all Jap planes in the air had been shot down. Pilots from this carrier were credited with six and saw at least three more fall. At least 17 Jap bombers were caught on the ground in this attack.

The second strike was an attack by the dive bombers, with high cover and low strafing provided by the Hellcats. Chief objectives were coastal defense guns and heavy antiaircraft batteries.

The third strike, in the middle of the morning, was a particularly good time to get a view of Wake Island because the planes were to circle the island while the warships got the range with their big guns. I went over as rear-seat occupant on a faithful old workhorse SBD (Douglas dive bomber) in the second element of a wave of 180 planes.

The pilot of my plane was Lieut. (j. g.) Tom Sedell, 22, a blond boy from San Leandro, Calif. We waited on deck, steaming in the sun, while I was given instructions; finally, after the fighters and the other bombers forward of us had taken off, we swept into the wind and took off without even using the last 50 feet of the flight deck.

We circled, gaining altitude while waiting for the rest of the planes to take off. Except for cotton-ball puffs, the Central Pacific sky was blue and limitless and clean. As we circled and rose, more and more planes lifted into the air from the various carriers. The sky was not black with planes but it was a respectable gray. This, I thought, was exhilarating. I had gone through the early months of the war in the Southwest Pacific, when we had great trouble mustering ten bombers for an attack on Rabaul. Sometimes we did not have ten inferior fighters to send up against

40 and 50 Jap planes raiding Port Moresby. Now the shoe was on our foot—we had the crushing boot power and we had good planes. "God bless Grumman," said the captain.

By 11:30 we could see Wake. It is a wishbone-shaped island, whose prongs are about five miles long. The water in the coral-bottomed lagoon inside the wishbone is brilliant green, in sharp contrast to the inky blue which characterizes the Pacific Ocean. I was surprised that the whole island was not yet on fire, but I remembered that our targets thus far had been chiefly gun positions, which do not burn. There was one good-sized fire on Peale Island, which is the end of the northern prong of the wishbone, where there are many wooden barracks. There were two small fires down near the base of the wishbone, where the three runways and revetments are. But that was all. Over Wilkes Island, the end of the southern prong, a hundred black puffs dotted the air where Jap antiaircraft bursts had vainly sought our last wave.

### "Get ready to dive"

Almost as we came in sight of the island the warships opened up, starting to fire at many thousand yards. One group of ships was firing from the north, another from the south, and they closed in as they fired.

They had a devil of a time finding the range. There would be a salvo from a ship, marked by fire belching from its guns, then there would be great splashes in the lagoon, or on one side of the island or the other. Whenever the salvos found the land there would be sharp pinpricks of fire, like little electric bulbs being flashed, as the big shells struck the ground. A few of

JAP TANKER BURNS IN THE CHANNEL BETWEEN WAKE ISLAND (LEFT) AND WILKES ISLAND WHILE A BOMB FROM A U. S. CARRIER PLANE EXPLODES THE STORAGE TANKS AT RIGHT





the salvos started fires. But mostly the early shooting was bad.

At 12:10 Tom Sedell asked over the interphone: "What time is it?" I told him and he said: "Get ready to dive. We are going down in five minutes. See those six oil tanks that look like they're covered with sand? I'm going to try to hit one of them."

We were at 14,500 feet. I had been soaked with sweat while we sat in the plane waiting to leave the flight deck. Now I was shivering in the cold, thin air and I was having a hell of a time with my oxygen mask. I had been very scared, but now I was not scared any more. All that disappeared when we left the carrier.

Tom said: "Quick! Look down there. Two men are parachuting out of their plane and somebody is strafing them." I looked and saw the white blossoms that were parachutes but I did not see the strafing. Later I learned that it was a cruiser plane pilot and his radioman, who had been directing the cruiser fire. Three Zeros popped out of somewhere and shot the little plane down. Then they strafed the two helpless men in midair. Then a formation of F6F's, led by Lieut. Commander "Butch" O'Hare, swooped in and shot the Zeros down. Then one of our destroyers came in close to shore and rescued the two men in the parachutes, although Jap shore batteries were firing at the destroyer. Two days later the destroyer brought the rescued men to our carrier for hospitalization. Lieut. Alfred M. Roberts, who was shot through the groin, and Radioman George W. McCarthy, shot through the knee, considered themselves lucky to be alive.

Tom said: "Hold your hat. Here we go." Then he turned the nose of the SBD straight down and we began the descent, screaming toward the earth that

became larger and larger. The dive was not as fast nor as bloodcurdling as the movies make out dives to be, but it was exciting. At something less than 2,000 feet Tom let his bomb go. At considerably less than 1,000 feet he pulled out.

#### A very satisfactory fire

I did not black out when our plane wrenched out of the dive, although I had once blacked out in a dive in peacetime. I suppose I knew this was not a maneuver so I tried harder to keep my head. Instead I watched closely and I saw our 1,000-lb. bomb smack into the sand-covered oil tank and blow it to pieces. A solid mass of flame reached toward the sky. As we circled away from the island, about 500 feet above the water, I kept my eye on our oil tank. The flames grew higher and higher until they were at least 200 feet high. It was very satisfactory to realize that our fire was the biggest fire on Wake Island. (Afterward on the carrier I was telling some nonflying officers about our fire and one of them said: "Sedell doesn't miss very often. He waits until he gets so close to the target he couldn't miss if he tried.")

We swung around the island for about 15 minutes, waiting for the rest of our planes to finish their dives and join up to return to our carrier. The cockpit was full of sweat because the plane had gone all at once from cold to very warm atmosphere. Again I was sticky and sweaty. The dive bombers had been quite accurate as a squadron and now there were maybe 25 fires burning. Our warships opened up again with their big guns, and it was very satisfactory to observe that at last they were finding their targets on both

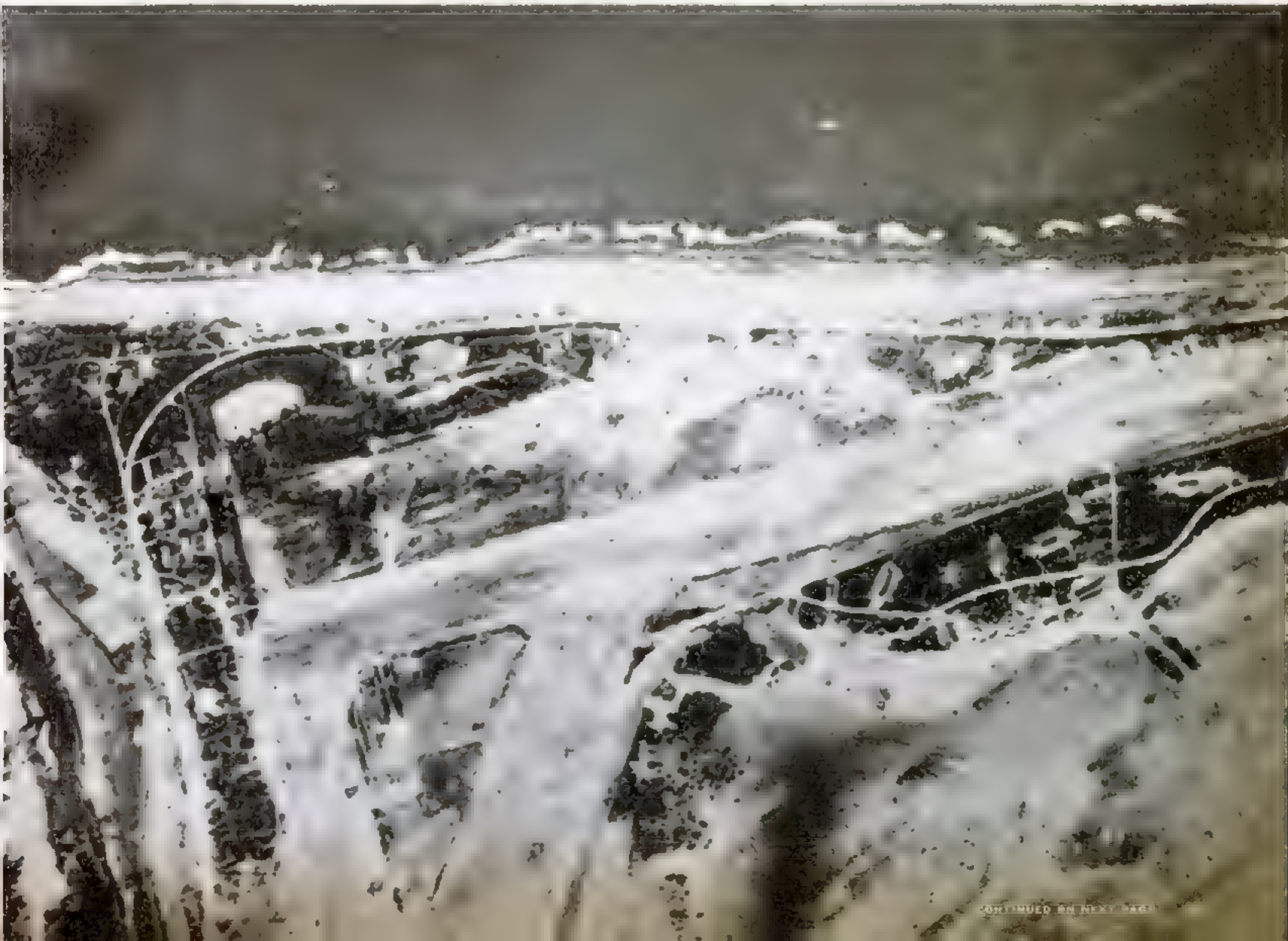
the north and south prongs of the wishbone. The guns on the warships would breathe fire; then after a few seconds the salvo would hit the island like a row of pinpricks of light. The next salvo would land a little farther along the prong of the wishbone and so on. The shells were now creeping up and down the Jap installations on Wake Island. But we were not finished with Wake Island.

The second day was the day that tore Wake to pieces. As the number of targets diminished, more planes concentrated on those remaining. The pilots who had been disappointed at the first day's over-all results returned each time during the second day, shaking their heads and saying they had never seen anything like it. The dive-bomber squadron commander, Lieut. Commander Ernie Snowden—he is Air Forces' General Arnold's son-in-law—had been bearish because the whole island had not blown up the first day. Now he was saying: "It is the biggest mess I've ever seen. I saw one 2,000-lb. bomb from a TBF hit an underground ammunition dump, and even up in the air we could feel the whole island rumbling."

Anything that was still attached to the ground was the final target. Said the captain: "I suppose that there are a lot of Japs who wish they had never seen Wake Island."

Our task force lost no ships. Our losses in planes and men probably were not much heavier than they would have been in training. We destroyed more than 61 Jap planes, at a cost of only 13 of ours shot down. This carrier had only four planes shot down, and all the airmen except one fighter pilot managed to land near enough to our ships to be picked up. We did not even have an operational accident aboard our carrier.

JAP AIRFIELD AT PEACOCK POINT HAS BEEN BADLY HIT AND WRECKED JAP PLANES LIE ON AND OFF ITS RUNWAY. MORE THAN 700 TONS OF BOMBS AND SHELLS FELL ON WAKE







ACROSS THE MARKHAM VALLEY, A U. S. HAVOC (A-20) BOMBER LAYS A SMOKESCREEN TO CONCEAL PARACHUTISTS FROM JAP OBSERVATION. WHILE THIS SCREEN AND ANOTHER

## PARACHUTE ATTACK

It helps the Allies capture Lae

It was 3 a. m. the morning of Sept. 7 at Allied camps in New Guinea. In the hot blackness of the winter night khaki-clad paratroopers, with heavy boots, ate breakfasts at mess halls in tents or wooden frame huts. At 4:45 a. m. they climbed into truck convoys and moved toward the airfields. At dawn they pulled up beside

the waiting rows of troop carriers and a few minutes later took off in the biggest force of Allied planes ever assembled, up to that time, in the South Pacific.

A few hours later they were over their objective, a valley north of Lae, near strategic Nadzab airdrome. Havoc (A-20) bombers were already laying smoke-

WHITE PARACHUTES CARRYING MEN AND DARKER PARACHUTES CARRYING EQUIPMENT FLOAT TO GROUND, WHILE OTHER TRANSPORTS COME THROUGH SMOKESCREEN AT RIGHT







AT RIGHT ARE BEING LAID, OTHER ALLIED PLANES (NOT SHOWN HERE) ATTACK JAP GROUND POSITIONS, AND FIGHTER PLANES SUCH AS P-51 LIGHTNINGS PROVIDE FIGHTER COVER

screens *above*. In each plane the jumpmaster, hanging out the door, yelled, "Stand up and hook up." Men stood up from their scooped-out metal seats, hooked their static lines to the cable running the length of the plane. "Check equipment. Close up." The line of men pushed forward. "Are you ready? . . . Let's go!"

The men jumped and soon the pattern of their parachutes made the picture shown below. They jumped from such a low height that they swung in their chutes only three times before landing and no Jap opposition was encountered. In the last hundred feet the ground seemed to jump up, too fast, but the shock of landing

fortunately was broken by the 12-ft.-high putput grass.

The parachute attack was a success in effecting a flanking move on Lae. Joining with Australian engineers, who had marched overland, they captured Nadzab airdrome, helped bring about the fall of Lae, and prevented Japs from fleeing up the Markham Valley.

BRINGING MORE PARATROOPERS. IN THE LEFT FOREGROUND ARE FOUR B-25 MITCHELL BOMBERS FOR GROUND SUPPORT, WHILE HIGH AT RIGHT FLY THREE P-51 LIGHTNINGS







## HEIGHT OF ATTACK

This picture, taken by a cameraman of the Fifth Air Force, shows the height of U. S. parachute attack in the Markham Valley whose start is shown on the preceding pages. Ten C-53 transports in the foreground are unloading their troops with

amazing rapidity. While some paratroopers swing through the air, or land hard on the ground in the pituit grass, others are even now crouching in the doorways of the planes or just jumping clear. In the far left background, still more para-





troopers drop from more planes, while more transports can momentarily be expected to come through the smoke-screen at the right, which in contrast to the thin screen at the top of pages 30-31 is now a billowing, concealing mass of white

The normal height of a parachute jump is 600 feet, but they have been made as low as 350 feet. U. S. paratroopers jump with two chutes, the main one on their backs (28 ft. in diameter) and the reserve chute (22 ft. ) hooked on in front. The

main chute is released by a 15-ft. line hooked to a cable inside plane, while the reserve chute, used in case the other does not open, is released by a rip cord. Normally the main chute should have opened by the time paratrooper drops 100 feet.



# WILLKIE'S SPEECH

## THE 1940 CANDIDATE FRAMES A PROGRAM FOR HIS PARTY—AND THROWS HIS HAT IN THE RING

Last week, against a background of impending events in Moscow, Wendell L. Willkie stood up in St. Louis, Mo. to answer a list of challenging questions—and virtually threw his hat into the ring for 1944. "I am dedicated," he declared, "to the removal from office" of Franklin Roosevelt and the Democratic Party. He then proceeded soberly to outline the platform, domestic and foreign, on which he believes the Republican Party can win, and on which he manifestly intends to run. As the first of many important utterances that will be forthcoming from both sides, his speech is here recorded.

Mr. Willkie began by laying down a heavy, accurate barrage against the New Deal. The too-long exercise of power, he declared, has disastrous results in a democracy. "Power breeds within itself certain abuses which will destroy a democratic society. The individuals who hold it inevitably come sincerely to believe that they alone possess the requisite knowledge to govern the people." Such individuals, he said, come to distrust the people and fail to take them into their confidence. And they learn how to perpetuate their power by playing one group against the other.

Mr. Willkie's purpose, however, was not merely to attack the Administration. It was to set forth a positive and dynamic program for the Republicans. This program has two parts—domestic and foreign—and perhaps the chief contribution of the speech was to show the inseparable connection between them. No measures for the development of America will work "if we try to lock ourselves in from the rest of the world. . . . Millions of people around this world are eager to work with us in cooperative economic effort. And . . . no man's prosperity needs to be had at the cost of another's. Well-being is a multiplying, not a dividing process."

### Domestic Policy

The American way begins in the taking of risks. "Risk capital is the name today for money which people stand ready to risk in backing . . . any pioneering enterprise. . . . And risk capital is not, as the Administration would have us believe, the private possession of big business. . . . Every farmer who takes a chance and buys the next-door farm on a shoestring is risking his savings. . . . When a family saves pennies and sends a boy to college, that is risk capital. When that boy does chores to help pay his tuition he is risking capital. It is by such risks that men in America have got ahead."

But: "A land of expanding opportunity . . . must provide not alone opportunity; it must provide protection and care. Though not built on the fear of want, it must courageously face the problem of want, and in doing so must learn how to protect everyone in the

event of unemployment, accident, bad health, incapacity and old age. It must bring about a constant improvement in the successive generations of Americans. As it is an expanding society, it must expand, not reduce, social insurances."

But also: "Social insurances are not worth the paper they are written on unless a great and growing America stands behind them. And such an America can be built neither by setting up an all-powerful state, nor by turning over our economic system to a few self-appointed private individuals. A growing America can be achieved by only one means: a productivity big enough, expanding fast enough, to absorb the energies and aspirations of all of our people."

### Five Planks

Mr. Willkie then suggested "in broad terms" certain measures "for which the Republican Party must stand in order to bring about expanding opportunity. . . ."

First: The elimination of "every wasteful, socially unnecessary expenditure of the people's money." After the war inheritance taxes should be maintained but income taxes should be modified "so that there is left incentive to individuals."

Second: The enforcement of the antitrust laws, and if necessary the passage of additional laws to insure competition.

Third: A labor policy which will not be punitive "in the spirit of the Southern Democrats' Smith-Connally Act. We must recognize the fact that men who work, and do not own, have no adequate economic and social protection except in their collective strength." But the most fundamental reform in labor would be to give labor a real government share in the framing of "fiscal, domestic and international policies."

Fourth: An agricultural policy based on production rather than scarcity. We should continue a soil conservation program, but realize that "no member of our society has a greater stake in markets than the farmer; if these are not strong and thirsty for his products, all other schemes will fail him in the end." The new markets require foreign as well as domestic expansion.

Fifth: A "method of cooperative effort between industry and government" in order to achieve an orderly, long-term adjustment of fluctuations in durable goods expenditures.

These were the five planks which Mr. Willkie numbered, but in reality there was a sixth which he set up as the most important of all—the absolute necessity of American participation, military, economic and political, with the rest of the world.

"You have heard men, who like to stencil other men into categories, call me an internationalist. And with the word they try to

give the implication that I am thereby less an American. I do believe deeply in international cooperation, not because I love America less but because I love her more—the America of well-being, of jobs, of opportunity, of ideals and of free men. And I know that the very existence of these things in America depends upon our finding a method of cooperation with the other nations of the world. . . . Some men ask: Just what is your blueprint? . . . In my opinion, we are not yet at the blueprint stage. We have yet, by prospecting with the other nations, to find the place on which we may stand together to move the world toward peace, away from war. . . . I think I know certain things that may be helpful. . . ."

### Foreign Policy

These things, he said, are: the avoidance of "exclusive offensive and defensive alliances;" the avoidance of power politics; the encouragement everywhere of those political forces which are "neither Nazi-tainted nor Fascist-stained;" the establishment of our plan for peace on a world basis; and the recognition that "the exercise of military power alone is not the full or final answer. It never has been. The real foundation of peace and development must be economic. . . ."

"Therefore, tentatively, hopefully, I should like to see this country exercise its utmost qualities of leadership to bring Great Britain, Russia, China and the United States to a point of understanding where they will make a joint *Declaration of Intention* as a preliminary to forming a common *Council of the United Nations* and other friendly nations and eventually of all the nations. Out of the practice of cooperation and out of the substance of agreement will come our only chance to realize man's hope for peace. . . ."

"It's anyone's privilege to fit me into any category he wishes. . . . The question of real concern is: What will be the position of the Republican Party as expressed both in its platform and in its leadership in 1944? . . ."

"The People of America . . . are watching with an eye of close scrutiny. . . . They are tired and disillusioned with their present leadership. They would like to turn to the Republican Party. But they are resolved that this country will cooperate . . . with the other nations of the world. . . . They will never elect as president a candidate who hedges or qualifies . . . or one concerning whose position they have the slightest doubt on this the basic issue of our day. . . ."

"If the Party selects from among its many able men . . . a man whose record leaves no doubt that he is qualified for the leadership of such a cause, I will, of course, support him. And it is unthinkable that the Party will select any other kind."

## PICTURE OF THE WEEK

The favorite young volcano of the U. S. press has posed for a new action picture (see opposite). Its name is Paracutin, after a nearby Mexican village

on the plateau between Mexico City and the Pacific. It blew up in a level field last Feb. 20, the first brand-new eruption in the area since 1759,

and has been continuing to perform spectacularly ever since. Here it spouts smoke and flame a mile in the air through gathering storm clouds,





Mexico's newest little volcano, Parícutin,  
now eight months old, keeps on exploding





**U. S. A. flags** (left) flow flags of China (right) in the review in Chungking on China's United Nations Day. In the background stand sailors, Boy Scouts and Girl Scouts and Young Men's Christian Association youths, waiting for their turn to follow behind masses of flags of U. S., Britain, Russia and China.

**Soviet Russia flags** follow those of Great Britain in the parade down Chungking's Denvers Road which leads to the Foreign Office building where Generalissimo Chiang Kai-shek received the long parade. Chungking lacks surprisingly good fire and telephone buildings.





# A BIG DAY IN CHINA

## Chungking celebrates United Nations Day in style

Like an unexpected letter from an old friend come these pictures of big doings in China's capital of Chungking. The occasion was United Nations Day June 14 and 10,000 people paraded with the massed flags of 32 United Nations. Bucked up by the "victories of Stalingrad, North Africa, Attu Island and Western Hupeh Province," China's Generalissimo Chiang Kai-shek told the parade, "China feels proud to be in the company of all freedom-loving nations united in a grand alliance." At right are pictures of the dragon race in the water carnival on the Yangtze off the bluffs of Chungking. Such pictures of the Chinese capital show a marked difference from the scenes of devastation in the city when it was being regularly bombed by the Japs in 1939-41 (LIFE, Aug. 12, 1940).

China is the senior participant in this war. Unable to do much heavy fighting any longer, it nevertheless continues to turn down Japanese peace proposals. The last one came late this past summer. Chiang Kai-shek made his answer when the Central Executive Committee met Sept. 13 to pick a new President to succeed the late Lin Sen. He predicted then that Japan would be defeated within one more year and that the rest of the war would be relatively painless for China. The Executive Committee then made Chiang President of China.

It was also resolved to call a National Assembly within one year after the war, which will revise and adopt the Constitution published in 1936.

On Oct. 10, China's great tenth day of the tenth month, at 10 o'clock, Chiang took the oath of office and received the great jade President's Seal wrapped in red silk. Down on the river, a Chinese Navy gunboat boomed 21 guns.

Chiang could afford to take a moderately rosy view of things, despite China's many difficulties. The two Japanese campaigns last week were both small: perhaps 10,000 Japs on the west bank of the Salween River and 30,000 on the lower Yangtze. Crops had been good, except for locust-cursed Honan Province. But really the great thing that continues to endear the U. S. to China is the 14th U. S. Air Force of General Chennault, which was really beginning to go to town.



Dragon race was part of water carnival. Above, boat leaders harangue their dragon-prowed boatloads before the race, which commemorates a search for a statesman who drowned himself in 450 B. C.



Crews splash and yell, while various supercargoes beat tom-toms and wave red flags to tell a tribesman drowned in 450 B. C. they are coming. Below, one boat swamps but nobody drowns. This is part of fun.



Chiang Kai-shek snaps his gloved hand up as the flags of the four great Allies go by (right). The burly figure on the platform (left) is Madame Chiang's brother-in-law, H. H. Kung





AUTO WORKERS' BIG FOUR: VICE PRESIDENT, RICHARD FRANKENSTEIN, VICE PRESIDENT WALTER REUTHER, PRESIDENT R. A. THOMAS, SECRETARY-TREASURER, GEORGE ADDES

## GIANT U.A.W. HOLDS ANNUAL CONVENTION

From Oct. 4-10 the world's biggest union held its eighth annual convention in Buffalo, N. Y. By its most recent census the United Auto Workers (C. I. O.) boasts 1,077,899 members. Representing these, 1,979 delegates from 333 locals convened and conferred, argued and orated in huge conclaves and quiet caucuses for an arduous week. Unlike many another such convocation, the convening auto workers passed up recreation. Their big meetings went on all day. Their in-

formal bull sessions lasted all night. Oratory was eloquent and parliamentary procedure impeccable.

Major decision reached by the U. A. W. was to support President Roosevelt for a fourth term, but only if he takes "an aggressive position on the home front against the foes of the New Deal, of progress and labor within the Democratic party as well as outside it." Said one spokesman for the union: "I do not believe that labor should make a blind date for 1944."

Other resolutions voted by the auto workers—no incentive pay, no strikes for the duration. That U. A. W.'s voting may presage analogous action at the C. I. O.'s national convention Nov. 1 was suggested by C. I. O. President Philip Murray's tacit approval of union's fourth-term hedge and no-strike pledge. "It is the firm purpose of the C. I. O.," said Murray in a speech to the convention, "that no matter what the cause never to indulge in the prewar luxury of strikes."

In great convention hall, individual locals sit by tables. Here C. I. O.'s Murray is addressing delegates. Portraits (left to right): Addes, Murray, Roosevelt, Thomas.



In a hotel room, George Addes' backers hold a caucus. These are left-wing opponents of Reuther's right-wing faction. Addes (right center) narrowly won re-election as secretary-treasurer of the union.







## So rich and satisfying is this homey chicken soup

One sure thing—your family will call it "mighty good eating" when the meal is built around glistening plates of Campbell's Chicken Soup. The rich taste of tempting chicken makes a hit all around the table. And its delicious "look" lends an eye-appealing touch to even the simplest lunch or supper.

Campbell's Chicken Soup is made the good old-fashioned way... with plenty of fine, plump chickens, slow-simmered

to produce a broth glistening with chicken richness. And for every plate of this good soup there are tender pieces of chicken, along with the nourishing rice. It's a dish to delight in, these hard-working war days.

Let this fine soup be the making of a meal at your house some day soon. Just as sure as you like chicken, you'll like Campbell's Chicken Soup. Ask your grocer for several cans tomorrow.

**KINDS TO CHOOSE FROM:** Asparagus • Bean with bacon • Beef • Black Bean • Bouillon • Chicken • Chicken Gumbo • Chicken Noodle • Clam Chowder • Consommé • Green Pea • Mock Turtle • Mushroom, Cream of • Ox Tail • Pepper Pot • Scotch Broth • Tomato • Vegetable • Vegetarian Vegetable • Vegetable-Beef.



Good soup I serve  
Most every day.  
It suits them fine  
The folks all say.

# Campbell's CHICKEN SOUP

**SALVAGE TIN TO WIN!** It will mean more tin for canned foods and for war materials. Save every can you open. Remove label, then wash, fold in both ends and flatten. Turn over to your local Salvage Committee.



LOOK FOR THE RED-AND-WHITE LABEL.



# No need to keep four soaps on hand!

# SWAN'S FOUR SWELL SOAPS IN ONE!

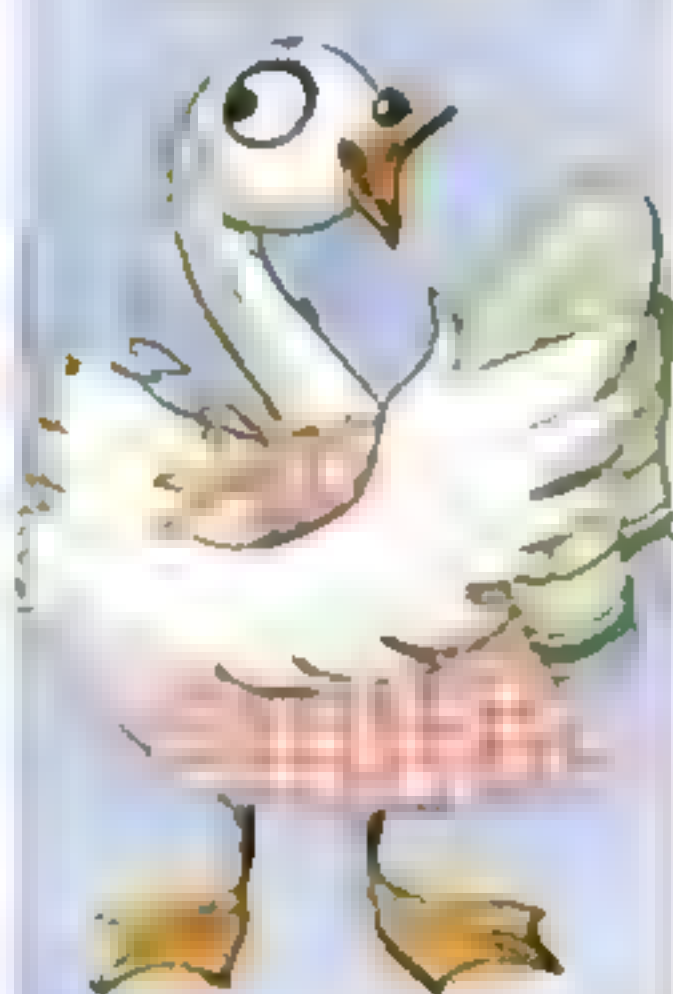
## 1. BATH

SWAN'S GRAND FOR BATH! LATHERS LIKE SIXTY IN HARDEST WATER. HOW IT LASTS!



## 2. DISHES

SWAN'S A WHIZ FOR DISHES! WHIPS UP CREAMY SUDS QUICK AS A WINK!



## 3. FINE THINGS

SWAN'S A WONDER FOR FINE THINGS! HELPS KEEP PRECIOUS SILKS LIKE NEW!



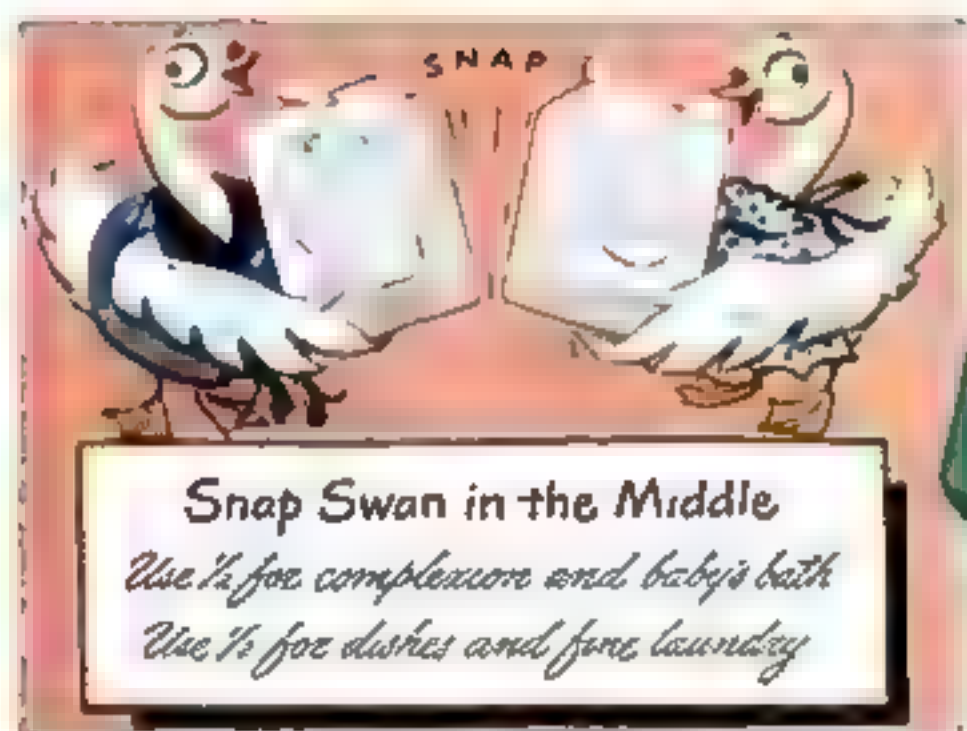
## 4. BABY

SWAN'S IDEAL FOR BABY! PURE AS FINE CASTILES!



A lass? \_\_\_\_ A dish? \_\_\_\_ A slip? \_\_\_\_ A tot?

One thrifty soap will wash the lot!



Snap Swan in the Middle

Use  $\frac{1}{2}$  for complexion and baby's bath  
Use  $\frac{1}{2}$  for dishes and fine laundry



UNCLE SAM SAYS:  
"DON'T WASTE SOAP!"

1. Don't leave Swan in water.
2. Don't make more lather than you need.
3. Beware of a wet soap dish. Keep it dry.
4. Save slivers of soap; dissolve in boiling water to make a soap jelly; use for dishes, shampoo, etc.



# SWAN'S 4 SWELL SOAPS IN 1



TUNE IN: Burns and Allen • CBS • Tuesday nights

Two convenient sizes — Large and Regular

MADE BY LEVER BROTHERS CO.,  
CAMBRIDGE, MASS.





NIGHT BEFORE FUNERAL, THROGS OF POLITICIANS, CITY AND STATE OFFICIALS, WARD HEELERS AND "LITTLE PEOPLE" FILE INTO NASH HOUSE WHERE DEAD BOSS LIES IN STATE

## CHICAGO BURIES ITS BOSS

Elaborate rites held for Patrick A. Nash, veteran leader of Cook County Democrats

On Oct. 9 the Democratic boss of Cook County, Ill. was committed to the soil of Calvary Cemetery, leaving one of the nation's most powerful political machines without a chief. Patrick Austin "Paddy" Nash, son of an Irish immigrant, succeeded the late Mayor Anton Cermak as the kingpin of Chicago's Democratic organization in 1933. He made his friend, Edward J. Kelly, mayor of Chi-

cago but failed to gain control of the state.

A fortnight ago 80-year-old Boss Nash caught cold, developed pneumonia, died. For two days and nights thousands of Chicagoans of every degree and calling filed through the dreary West Side house where he lay in state. Hundreds attended funeral in his parish church. Some shed tears. But most simply asked wonderingly: "Who'll take over?"

PALLBEARERS CARRY OUT BRONZE COFFIN SWATHED IN 100 ORCHIDS, 100 ROSES. MAYOR KELLY IS AT RIGHT; NASH'S POSSIBLE SUCCESSOR, AL MORAN, FACES CAMERA AT LEFT





# Inside story on longer shirt wear

GOOD STUFF TO KNOW—  
ESPECIALLY IN WARTIME



1. When sleeves are too long, cuffs take an awful beating and fray quickly. Take a tuck in extra-long sleeves.



2. If your cuffs do fray, clip off the frayed edge, turn under the new edge, and stitch it back up. You can reverse French cuffs.



3. Before washing shirts, turn the collars up. This way, they get less rough treatment along the top edge, which often frays first.



4. If a shirt's extra-dirty, treat it to an overnight soaking. All shirts appreciate 3 hot rinses and an iron that's not too hot.



5. Shirts say the less starch and bleaching they get, the longer they'll live. Bleach only white shirts; don't starch non-will collars.



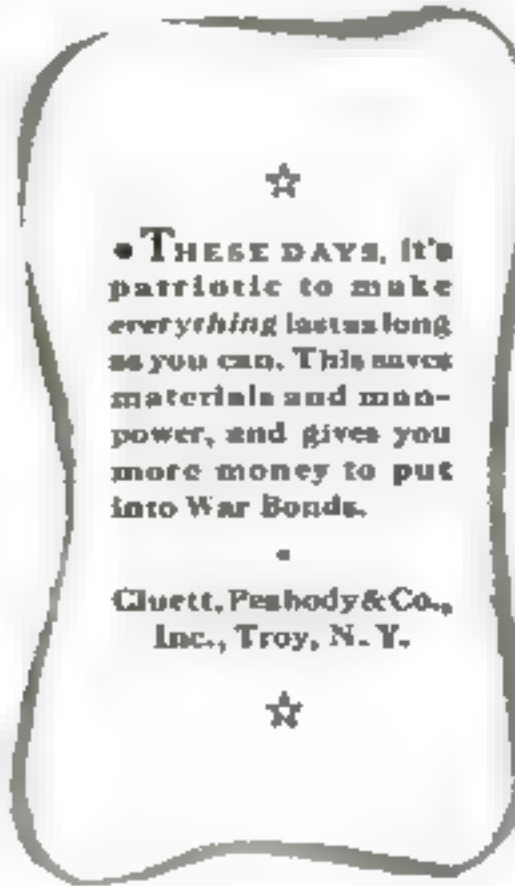
6. If your wife's an ace with the needle and thread, ask her to turn frayed collars. When turned, soft collars look O.K.; non-wills not as good.



7. A shirt that shrinks is a dead pigeon. Always get "Sanforized"-labeled shirts; they won't shrink even 1%. (Arrows are "Sanforized.")



8. When a shirt finally has to hit the rag bag, snip off the buttons and save 'em for extras. The fabric can be used for kids' clothes, etc.



★  
• THESE DAYS, it's patriotic to make everything last as long as you can. This saves materials and manpower, and gives you more money to put into War Bonds.  
★

Cluett, Peabody & Co., Inc., Troy, N. Y.

**ARROW SHIRTS** TIES · UNDERWEAR  
HANDKERCHIEFS

## Chicago Buries Its Boss (continued)



Nash family leaves home for the ceremony at St. Matthew's Church. Boss Nash's widow (center), is flanked by son-in-law George Ross (left) and son Thomas. Behind them follow another son, Major John Nash of U. S. Army Air Forces, and his wife.



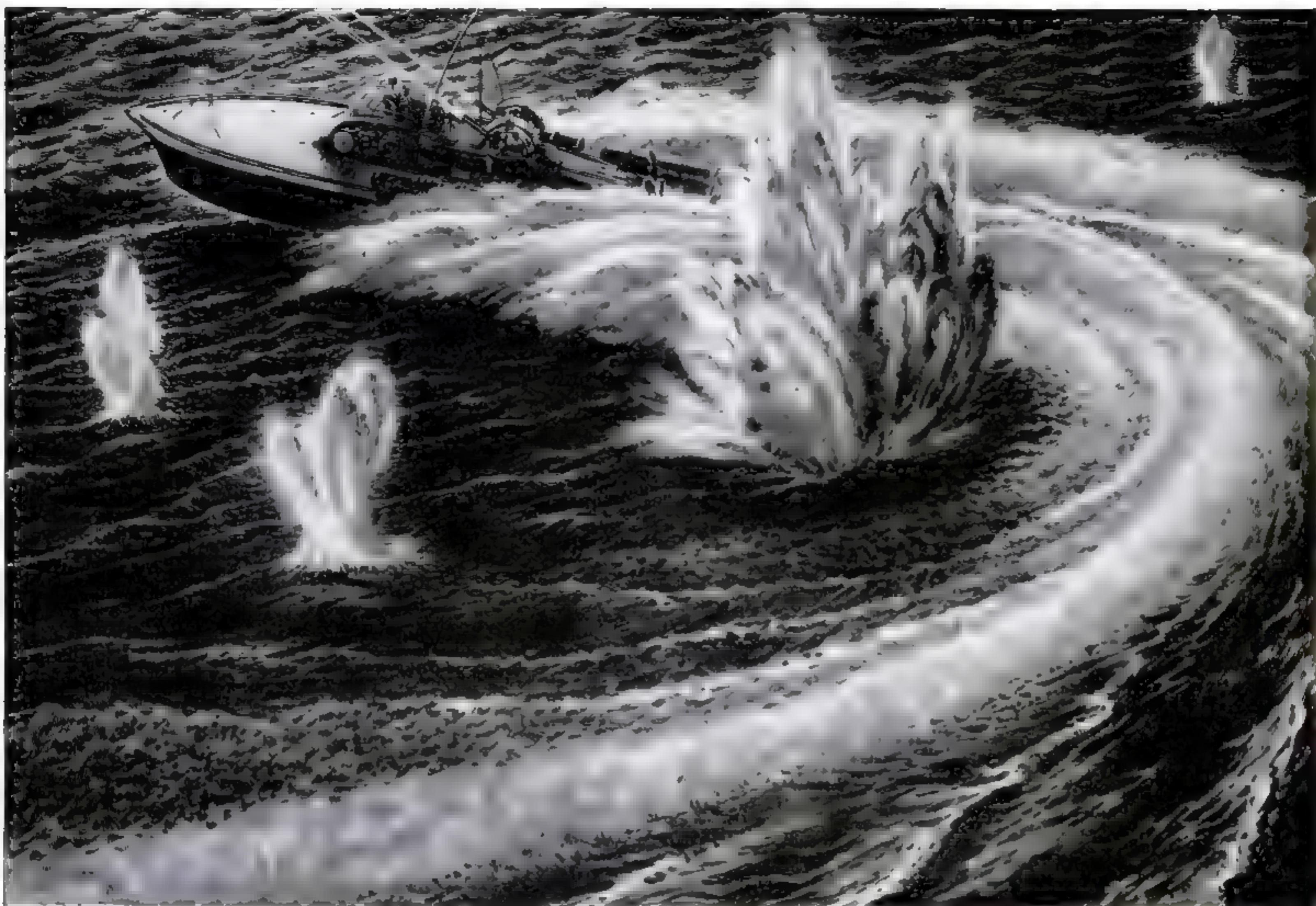
The funeral cortege sets out for the church, led by 17 automobiles piled high with flowers. Floral tributes came from virtually every Democratic organization in Illinois. There were 170 cars in retinue that carried mourners from church to cemetery.



A requiem high mass is celebrated in St. Matthew's Roman Catholic Church, in the West Side parish where Boss Nash lived. In his funeral sermon, the Rev. John Brown extolled Nash as a leader of men, benefactor of the poor, and faithful family man.

CONTINUED ON PAGE 44





## 11 men against 500

*The time:* one night, not long ago. *The place:* somewhere in the South Pacific.

A U.S. Navy PT boat, out on patrol, sighted a column of seven Japanese warships. With engines muffled, the skipper stealthily slipped up to within 1200 yards of the leading ship—a light cruiser.

Then, rushing in for the kill, the tiny PT unleashed four torpedoes. Each deadly fish found its mark. The PT streaked into a tight U turn at full throttle and thundered out to sea again. And another Jap cruiser went to the bottom.

To the 11 men on this PT boat, going up

against such terrific odds is all in the day's work. Fighting teams such as theirs, expertly trained in PT hit-and-run tactics, have been consistently rolling up David-and-Goliath box scores—not only in the South Pacific, but off the Aleutians, in the English Channel, along our own coasts, and in the Mediterranean. (*What a job they did at Messina!*)

And every daring PT exploit—every communicate about another blasted enemy ship—is music to the ears of Packard men and women.

For these men and women build the Packard marine engines—marvels of power and precision—that give this lightning-fast seagoing slugger its incredible speed and maneuverability.

The kind of craftsmanship that goes into these Packard marine engines—and into Packard-built Rolls-Royce engines for the famous warplanes shown below—clearly points to even finer peacetime Packard cars. But that's talking future. Right now, we're sticking to the task of building better fighting engines, and more of them.

Ask The Man Who Owns One

# PACKARD

*Precision-Built Power*







**"I'm strictly a  
one-man girl"**  
... she whispered

"No lips but yours will ever touch mine. I'm yours and yours alone," said she to the lad in khaki.

"What a line! I'll bet you hand the same to every sailor lad that hits port. They say you're popular with every Jack-tar of the Navy."

"Oh, that's not me, honey. Those are my twin sisters. We're a big family, and we're kept awfully busy these days.

"Some of us are riding the troop trains, helping to feed the boys. The Air Corps too like to have us with them, for we serve them hot coffee while in the air and between flights.

"Thousands of us go right into battle with the Navy, on the decks of aircraft carriers and at gun stations on all the warships.

"Uncle Sam is keeping millions of us busy. But . . . each one of us is meant for only one of you.

"No, you don't have to share me with anyone else. I'm strictly a one-man girl."

Most of us Dixie Cups are working for Uncle Sam, so if you don't always see us on our familiar peace-time jobs, it means we're taking care of him first. We know you'd want us to.

# DIXIE CUPS

DRINKING CUPS AND FOOD CONTAINERS



The paper cup has truly become a war-time necessity. Used but once and thrown away it breaks the chain of possible contagion from mouth contact with anything that has touched the lips of others.

## Chicago Buries Its Boss (continued)



At Calvary Cemetery, outside Chicago limits in suburban Evanston, flower-blanketed coffin is lowered slowly into new grave as priest recites the *Benedictus*. The Nash family plot is marked by 25-foot granite cross overlooking Lake Michigan.



Party chieftains meet after burial. Mayor Kelly (left) exchanges a few words with New Jersey's potent Democratic boss, Mayor Frank Hague of Jersey City (center), who, although uninvited, hurried west to honor the memory of a fellow boss.



U. S. Senator Scott Lucas of Illinois encounters a friend in crowd at cemetery. Because his train was late, Lucas and others in delegation from East were unable to get into church for funeral service although special cars met them at station.



# LUCKY STRIKE MEANS FINE TOBACCO!

"Grading Leaf." Painted from life on a Carolina farm by Peter Hurd



FOR VICTORY  
BUY  
UNITED STATES  
WAR  
BONDS  
AND  
STAMPS

**...YES, LUCKY STRIKE MEANS FINE TOBACCO!**

**So Round, So Firm, So Fully Packed — So Free and Easy On The Draw**



# How to make this super-delicious corn last...and last...and last!



**THE MOUTH-WATERING** lip-smacking new recipes on this page show how to "stretch" the best eatin' corn you ever tasted! (P.S. Best—or your MONEY BACK.)

Each kernel is a *milky, golden, sugar-sweet* nugget. And it's so *farm-fresh* you can taste the country air—for this corn was picked at its *tastiest, tenderest* best, and Quick-Frozen *within 4 hours!* This gives you all that rich, buttery *freshness—PLUS* full nutrition. And there's **NO WORK**, for Birds Eye Golden Sweet Corn comes ready to cook. Try it in these marvelous new recipes! They make this corn go so much farther—last so much longer!

## BIRDS EYE CORN AND SAUSAGE CASSEROLE

- 1 box Birds Eye Golden Sweet Corn
- 1/2 pound sausage links
- 1 tablespoon chopped onion
- 2 1/2 tablespoons sausage fat
- 2 1/2 tablespoons flour
- 1 teaspoon salt 1 dash pepper
- 3/4 cup fine bread crumbs

Cook corn as directed on package. Drain, reserving liquor, add milk to make 1 1/4 cups. Cook sausages slowly in hot skillet 12 to 15 minutes, turning to brown. Cut in pieces and arrange with corn in greased casserole.

Sauté onion in 1 1/2 tablespoons sausage fat until tender. Add flour and mix well. Add corn liquor and milk gradually and cook until thickened, stirring constantly. Add seasonings. Pour over corn. Add remaining fat to crumbs and toss together. Sprinkle over creamed mixture. Bake in moderate oven, 350°F. 30 minutes, or until browned. Makes 6 to 8 servings.



## BIRDS EYE CORN AND TOMATO CHOWDER

- 2 tablespoons chopped onion
- 1 tablespoon chopped green pepper
- 1/4 cup chopped celery
- 2 tablespoons fat
- 2 cups canned or stewed tomatoes
- 1 box Birds Eye Golden Sweet Corn
- 1/2 teaspoon soda
- 1 1/4 teaspoon salt, 1/2 teaspoon pepper
- 1 teaspoon sugar
- 3 cups milk, scalded

Sauté onion, green pepper, and celery in fat until golden brown. Add tomatoes and frozen corn, and cook 5 minutes, then add soda, salt, pepper, and sugar. Add to hot milk and serve at once. Makes 6 servings.



- 1 box Birds Eye Golden Sweet Corn
- 1 small head green cabbage
- 1 cup seasoned white sauce
- 1 teaspoon minced onion

Cook corn as directed on package, reserving liquor for use in sauce. Cut cabbage into 6 sections and cook in large amount of boiling salted water until just tender. Make white sauce, using corn liquor as part of liquid, season. Add corn and onion to sauce heat thoroughly. and serve over hot cabbage sections. Makes 6 servings.



COMPARE!

**CONCERNING EATING COUPONS**—Take the same number of coupons. Then compare the amount of "eating" food you get with Birds Eye, with the amount you get in canned goods! Remember: 1 box of Birds Eye serves 4—same as the average can. Your grocer carries a wide variety of Birds Eye fruits and

vegetables. ALL delicious. Try 'em all. If, for instance, you want Asparagus and he happens to be out of it—try Peas, or Lima Beans. **IMPORTANT**—Not *all* Quick-Frozen Foods are Birds Eye. So, for your own protection, look for the Birds Eye on the box, and in the window!



# THE CONGRESSIONAL MEDAL OF HONOR

In April 1862, four Union sergeants and two privates captured a Confederate railroad train at Big Shanty, Ga. To them President Lincoln presented the first medals authorized by Congress to be given to enlisted men ineligible for other decorations for gallantry in action. They were the first recipients of what is today the highest military honor given to American soldiers or sailors—the Congressional Medal of Honor awarded for an heroic deed “above and beyond the call of duty.”

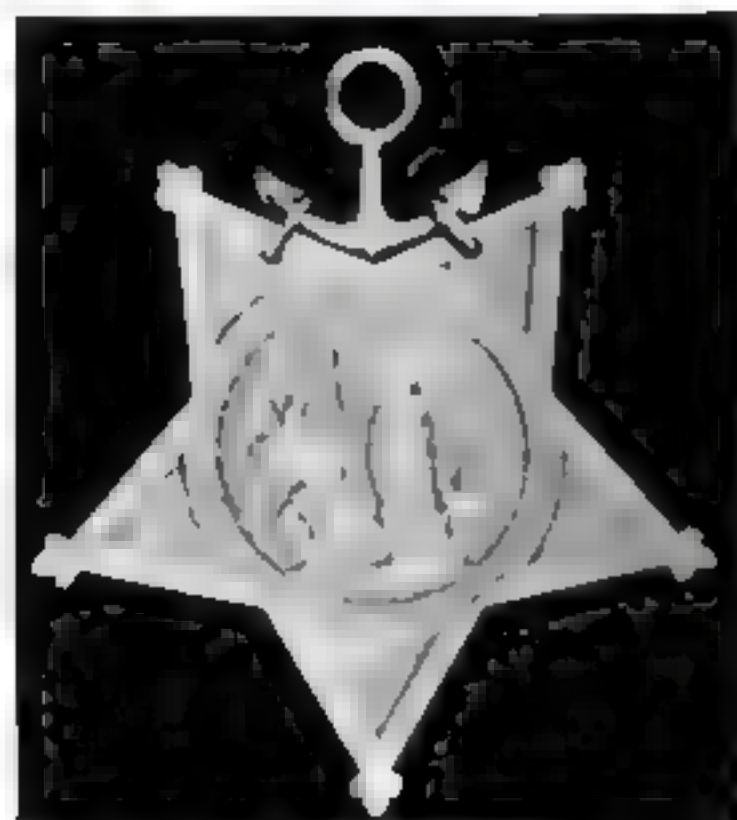
Later in the Civil War the medal was used as bait to prevent desertion. In 1863, when the 25th Regiment of Maine Volunteers defending Washington was faced with mass desertion, every loyal soldier who stayed on the job was promised a Medal of Honor. Of the 864 men in the regiment only 309 volunteered to stay, but eventually all 864 were given the medal anyway. In 1917, when the Medal of Honor had assumed its present importance, these awards were withdrawn as illegal. Also ruled illegal were awards to “Buffalo Bill” Cody and Dr. Mary Walker, a woman surgeon with the Union Army who got Congress to pass a law allowing her to wear pants in Washington.

For the first World War 121 Congressional Medals of Honor were awarded. Up until last week 55 had been awarded for heroism in World War II. Of these 25 were awarded posthumously, their winners having been killed in the execution of the deed that brought them glory. On this and the following pages LIFE prints pictures of 58 of these heroic men, together with an account of their heroic deeds. A black band around a picture signifies that the man is dead.

There are two winners of Congressional Medals of Honor not shown here,



ARMY'S MEDAL OF HONOR



NAVY'S MEDAL OF HONOR

because no pictures of them are available. One is Jose Calugas, a Filipino mess sergeant, in the Philippine Scouts, U. S. Army, who on Jan. 16, 1942 voluntarily worked his way 1,000 yards across a shell-swept area on Batan to join a volunteer gun squad firing a gun whose regular crew had been put out of action. The other is Peter Tomich, veteran chief water tender in the U. S. Navy, who on Dec. 7, 1941 at Pearl Harbor remained at his post in the engine room of the U. S. S. *Utah*, aware that the ship was capsizing, until he saw that all boilers were secured and all fireroom personnel had left their

stations, thus sacrificing his life. No picture of Tomich, who was born in Austria, is available because no next of kin has ever been found, the Medal of Honor itself remaining undelivered.

The Army and Navy medals are shown above. The Army's is a bronze star surrounded by a green laurel wreath, suspended from a bronze bar inscribed “Valor” surmounted by an eagle. The Navy's is a star on which Minerva, representing the U. S., stands with her left hand resting on fasces and with her right holding a shield emblazoned with U. S. arms. She is repulsing Discord.

The requirements for the medal are roughly the same for both Army and Navy, except that the Army's medal is given only under combat conditions; the Navy's either in actual combat with the enemy or “in line of his profession” (noncombat work). In both cases, however, the soldier's or sailor's field commander makes a recommendation to the respective Army or Navy Board of Decorations sitting in Washington, which passes on the merits of the case. The President makes the award, personally if possible, in the name of Congress. Actually Congress has nothing to do with the award except that it may initiate legislation for a Medal of Honor, as it did with Lindbergh in 1927.



DOUGLAS MacARTHUR

General MacArthur mobilized, trained and led an Army in the defense of the Philippines against an invading Jap army of overwhelming superiority in men and arms. The success of the Philippine and U. S. troops in delaying the Jap advance was considered a result of MacArthur's leadership and his disregard of personal danger.



JAMES H. DOOLITTLE

Major General Doolittle became famous for leading 16 U. S. Army bombers from the U. S. S. *Hornet* on a bombing raid of Tokyo on April 18, 1942. The raid was made in daylight with the apparent certainty of being forced to land in enemy territory or to perish at sea. Doolittle parachuted to safety over China (LIFE, June 1, 1942).

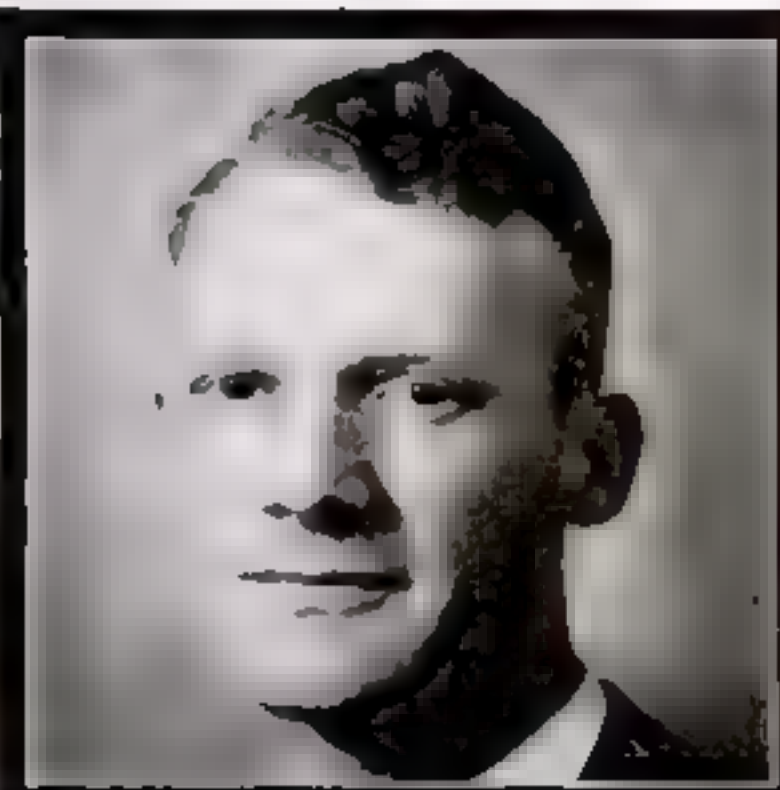


ALEXANDER VANDEGRIFT

Lieutenant General Alexander Archer Vandegrift, U. S. M. C., was commanding officer of the landing on Guadalcanal. In spite of bad weather, tough terrain and disease, the troops under him defeated a strong and experienced Jap army. His dangerous but vital mission was accomplished at constant risk of his life (LIFE, Nov. 16, 1942).

POSTHUMOUS AWARDS OF THE CONGRESSIONAL MEDAL ARE INDICATED ON THE FOLLOWING PAGES BY BLACK-BORDERED PORTRAITS





← ALEXANDER NININGER

This second lieutenant just out of West Point received the first Medal of Honor of World War II. On Jan. 12, 1942 near Abucay, Bataan, in the Philippines, he voluntarily attached himself to a company under attack by the Japs and in hand-to-hand fighting forced his way into the enemy lines. Using a rifle and hand grenades, he killed several Japs in trees and in foxholes. Although thrice wounded, he continued to advance until he was killed. When his body was found, one Jap officer and two Jap soldiers lay dead around him. Home: Fort Lauderdale, Fla.

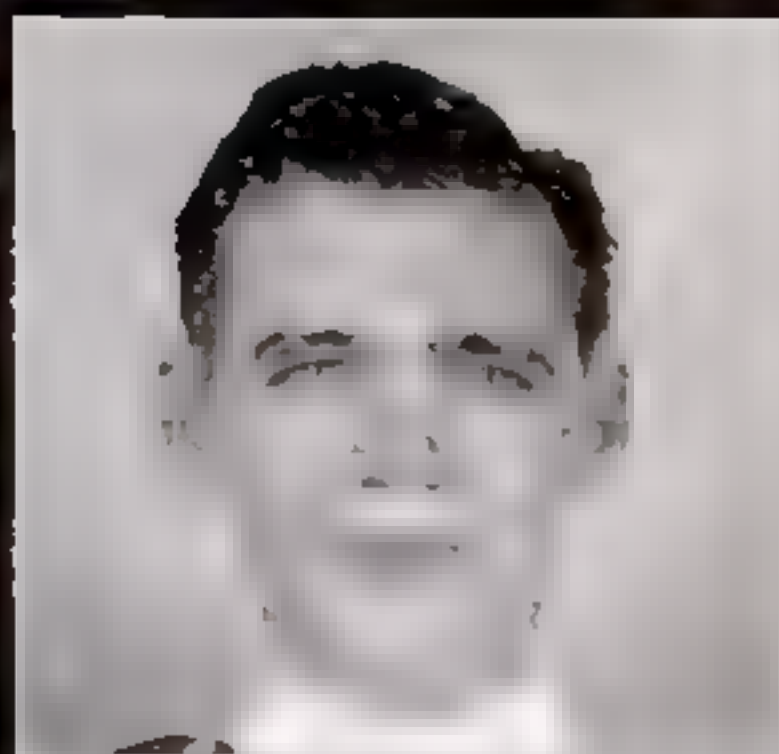


← WILLIBALD BIANCHI

This first lieutenant in the Philippine Scouts, when near Bagac, Bataan, on Feb. 8, 1942, voluntarily advanced with a platoon ordered to wipe out two Jap machine-gun nests. Although twice wounded in the hand, he did not stop for first aid but continued on, discarding rifle and firing a pistol. After personally silencing a machine gun nest with a grenade and being wounded again, he climbed atop a U. S. tank and manned its AA gun until blown off by a Jap shell. Home: New Ulm, Minn.

FRANCIS FLAHERTY →

Ensign Flaherty was stationed on U. S. S. *Oklahoma*, Dec. 7, 1941 when the Japs attacked the U. S. Fleet at Pearl Harbor. When the bombing attack started, he went to his gun turret and stayed on duty there during the heavy enemy bombing. When it was apparent that the *Oklahoma* was going to capsize and the order was given to all hands to abandon ship, he remained in his turret holding a flashlight so that the remainder of the turret crew could escape, thereby sacrificing his own life. A destroyer escort has been named for him. Home: Battle Creek, Mich.



SAMUEL G. FUQUA →

Commander Fuqua was damage control officer on the U. S. S. *Arizona* at Pearl Harbor, Dec. 7, 1941. When the Jap attack began, he rushed to the quarterdeck where he was knocked down by an exploding bomb. Upon regaining consciousness and hearing a tremendous explosion forward, he directed the fighting of fires so that the wounded could be taken off. When he saw that the *Arizona* could not be saved and learned that he was the senior surviving officer aboard, he directed ship to be abandoned, leaving only with last boatload Home: Hannibal, Mo.



← THOMAS J. REEVES

Chief Radioman Reeves, who had served in the Navy for 24 years, was stationed on a warship when Japs attacked Pearl Harbor, Dec. 7, 1941. When warship's mechanized ammunition hoists were put out of action, on his own initiative in a burning passageway he helped maintain ammunition supply by hand to antiaircraft guns until overcome by smoke and fire, which killed him. A destroyer escort, launched April 22, 1943, was named in his honor. Home: Thomaston, Conn.



← ISAAC C. KIDD

Rear Admiral Kidd was a graduate of the Naval Academy in 1906. He was Chief of Staff to the Commander Battleships Battle Force and Commander of Battleship Division One at Pearl Harbor. His flagship Dec. 7, 1941 was the U. S. S. *Arizona*. When the Jap attack started, he immediately went to the bridge to discharge his duties as senior officer and commander of the battleship. He remained there until the *Arizona* blew up and a bomb hit the bridge, killing him. A destroyer, launched Feb. 28, 1943, was named in his honor. Home: Annapolis, Md.



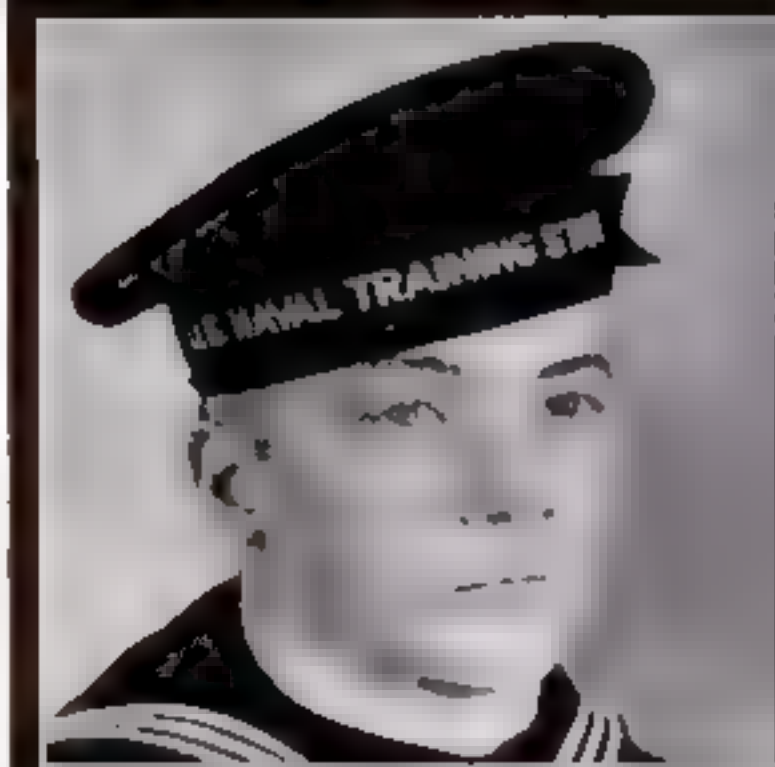
F. VAN VALKENBURGH →

Captain Franklin Van Valkenburgh, who was a graduate of the Naval Academy in the Class of 1909, was commanding officer of the U. S. S. *Arizona* when Japs attacked the Fleet at Pearl Harbor, Dec. 7, 1941. As soon as attack started, he went to the bridge and from there fought the ship until the *Arizona* blew up from magazine explosions and a direct hit from a Jap bomb on the bridge, which killed him. This was the same bomb explosion as the one which killed Rear Admiral Kidd. A destroyer has been named in his honor. Home: Long Beach, Calif.



JAMES R. WARD →

This trainee first class, who had been enlisted in the Navy scarcely a year, was stationed on U. S. S. *Oklahoma* when the Japs attacked Pearl Harbor, Dec. 7, 1941. His battle station was in a gun turret. When it was apparent that the *Oklahoma* was going to capsize and the order was given to abandon ship, he remained in his turret holding a flashlight so that the remainder of his crew could see to escape, thereby sacrificing his life. A destroyer escort has been named in his honor and posthumously he was awarded the Purple Heart. Home: Springfield, Ohio.



← JOHN W. FINN

Finn was aviation chief ordnance man stationed at the Naval Air Station at Kaneohe Bay, Honolulu, on Dec. 7, 1941. During the first Jap bombing attack he manned a machine gun in an exposed section of the parking ramp. Painfully wounded several times, he was persuaded to leave his post for medical attention only by specific orders. Following first-aid treatment he returned to the squadron area to supervise rearming planes. He is now a lieutenant (j. g.) Home: San Diego, Calif.



← ALBERT H. ROOKS

Captain Rooks was commanding officer of U. S. S. *Houston* when she was sunk in Java Sea, Feb. 28, 1942. Earlier the *Houston* was heavily hit by Jap bombers, losing 60 men killed and a turret disabled. Captain Rooks made his ship seaworthy and sailed again within three days to escort an Allied convoy. Jap bombers attacked the convoy but were driven off. In company with other Allied ships *Houston* then engaged an overwhelming Jap force, routing two enemy cruisers before she was sunk. Captain Rooks went down with his ship. Home: Seattle, Wash.







← MERVYN S. BENNION

Captain Bennion, who was a Naval Academy graduate of the class of 1910, was in command of the U.S.S. *West Virginia* the morning of Dec. 7 when the Japs attacked Fleet at Pearl Harbor. During the height of the battle he was on bridge of his ship directing the fighting against Japs. When a Jap bomb hit the *West Virginia* he was mortally wounded but evidenced concern only in fighting and saving his ship, strongly protesting against being carried from the bridge. A destroyer has been named for Captain Bennion. Home: Salt Lake City, Utah.



← GEORGE H. CANNON

This first lieutenant in the Marine Corps was stationed on Midway during Jap bombardment Dec. 7, 1941. He was at his command post when mortally wounded by Jap shell fire. He refused to be evacuated to a hospital until all his men, also badly wounded, had been evacuated. During this time he directed the reorganization of his command post until he was forcibly removed. Later, as a result of his utter disregard for himself, he died from loss of blood he suffered. A destroyer escort, launched May 25, 1943, was named in his honor. Home: Ann Arbor, Mich.

EDWIN J. HILL →

Chief Boatswain Hill, a veteran of 29 years' service in Navy, was stationed on a warship when the Japs attacked Pearl Harbor Dec. 7, 1941. One of his jobs was to handle the lines mooring the ship to a quay on shore. At the height of the Jap bombing and strafing attack he led his men in casting off the lines of the ship, then swam from the shore back to his ship. Later, while on the forecable attempting to let go the anchors to get the ship under way, he was blown overboard and killed. Home: Long Beach, Calif.



HERBERT C. JONES →

Ensign Jones was stationed on a warship when the Japs attacked Pearl Harbor, Dec. 7, 1941. At the height of the enemy bombing, he organized a relief party to supply men with food for an anti-aircraft battery after the regular mechanical hoists had been put out of action. Fatally wounded by a bomb explosion, he refused to allow two men to take him from the area which was then on fire, saying, "Leave me alone. I'm done for. Get out of here before the magazines go off." A destroyer escort was named in his honor. Home: Coronado, Calif.



← DONALD K. ROSS

This Navy machinist, only 31 but a veteran of twelve years' service, when his station in the forward dynamo room of his ship at Pearl Harbor became almost untenable due to smoke, steam and heat, forced his men to leave the station, performing his duties until he was blind and unconscious. Rescued and revived, he returned to another dynamo room where he again fell unconscious. Upon again recovering consciousness he returned to his station where he remained until he was directed to abandon it. He is now a lieutenant (j.g.). Home: Fort Collins, Colo.



← ROBERT R. SCOTT

This machinists' mate first class, who enlisted in the Navy in 1938, was stationed on the U.S.S. *California* on Dec. 7, 1941 when the Japs attacked Pearl Harbor. The air-compressor compartment to which Scott was assigned as his job station was flooded as the result of a torpedo hit. The remainder of the crew evacuated that compartment but Scott refused to go, saying, "This is my station and I will stay and give them air as long as the guns are still firing." He died at his station. A destroyer escort has been named in his honor. Home: Massillon, Ohio.

CASSIN YOUNG →

Captain Young was commanding officer of a ship at Pearl Harbor, which on Dec. 7, 1941 was moored alongside the U.S.S. *Arizona*. He was blown overboard by the magazine explosion on the *Arizona*, but swam back to his ship through flaming oil. There, despite enemy bombing and strafing, he moved his ship away from the *Arizona*. For this action he won the Medal of Honor, Nov. 13, 1942, as commanding officer of the U.S.S. *San Francisco*, he was killed in action near Guadalcanal. Home: Coronado, Calif.



EDWARD H. O'HARE →

Lieut. Commander O'Hare was a section leader and pilot of Fighting Squadron 3, attached to the U.S.S. *Lexington* on Feb. 20, 1942 when singlehanded he engaged a Jap formation of nine heavy bombers attacking his carrier. At close range, in the face of intense enemy fire, making the most of his limited ammunition, he shot down five enemy bombers, severely damaged a sixth before they reached bomb-release point over *Lexington*. He undoubtedly saved carrier from serious damage. Home: St. Louis (LIFE, April 13, 1942).



← JOHN D. BULKELEY

Lieut. Commander Bulkeley was commander of the Motor Torpedo Boat Squadron 3 in Philippine waters Dec. 7, 1941 to April 10, 1942. His command damaged or destroyed a large number of Jap planes and ships, dispersed enemy landing parties without benefit of repairs, overhaul or maintenance facilities. In Binauga Bay his own boat sank a 5,000-ton enemy ship. At another time he sank a Jap cruiser. His torpedo boat took General MacArthur to safety. His story was told in *They Were Expendable*. Home: Long Island City, N. Y. (LIFE, Oct. 26, 1942).



← JOHN J. POWERS

Lieutenant Powers was a dive-bomber pilot during the battle of the Coral Sea, May 4-8, 1942. On May 4 he scored a direct hit on a Jap gunboat, damaged an aircraft tender and a merchant ship, and strafed another gunboat. On May 7 he got a direct hit on a Jap carrier. On May 8 he led his section of dive bombers down on Jap carrier from 18,000 feet through heavy anti-aircraft fire and fighter planes, diving almost to the deck of the carrier. In the barrage of smoke, flames and fragments, Powers disappeared. Home: Garden City, N. Y. (LIFE, Dec. 21, 1942).





◆ WILLIAM E. HALL

Lieutenant Hall was a pilot of a scouting plane in action against the Japs in the battle of the Coral Sea. He was operating from the aircraft carrier *Lexington*, eventually sunk in that action. On May 7 he dive-bombed an enemy carrier, contributing materially to her destruction. Next day, as a member of the antitorpedo plane patrol, he shot down three Jap torpedo planes, in spite of heavy fighter opposition. Badly wounded, he succeeded in landing his plane successfully back on the *Lexington*. Home: Hiawatha, Utah.



◆ MILTON E. RICKETTS

Lieutenant Ricketts was officer-in-charge of the engineering repair party of the U. S. S. *Yorktown* during the Coral Sea battle May 4-8, 1942. On May 8 a bomb exploded beneath his battle station. Although his men were all killed and he himself mortally wounded, he opened the valve on a nearby fireplug, partially let out the fire hose and directed a heavy stream of water into the raging flames before dropping dead beside the fire hose. His action prevented the fire's rapid spread. Home: Virginia Beach, Va.

➔ HARL PEASE JR.

Captain Pease, reported missing, was a pilot in a heavy bombardment squadron located at Port Moresby. Finding himself in Australia the day before his squadron was due to bomb Rabaul, although he was not scheduled to fly on mission he selected the most serviceable airplane he could find, even though he knew it had been declared unfit for combat action, and flew to Moresby in time for the start of the raid. Over Rabaul his plane shot down several Zeros, dropped its bombs, then was shot down in flames. Home: Plymouth, N. H.



➔ DANIEL J. CALLAGHAN

Rear Admiral Callaghan, a graduate of the Naval Academy in the class of 1911, was naval aide to President Roosevelt from July 1938 until May 1941, when he took command of the U. S. S. *San Francisco*. In June 1942 he was made commander of a task force of the Pacific Fleet and on night of Nov. 12-13, 1942 led his force against an overwhelming number of Jap ships off Guadalcanal. He continued to direct close-range operations from the bridge of his flagship until killed by a Jap shell. Home: Oakland, Calif.



◆ BRUCE McCANDLESS

Commander McCandless was communications officer on the U. S. S. *San Francisco* the night of Nov. 12-13, 1942 during the battle of Guadalcanal. Early in the fight he was seriously wounded and knocked unconscious. Recovering consciousness, he found that all his superior officers on the bridge, including Admiral Callaghan and Captain Young, had been killed. He took command of the ship and the task force, leading the column of U. S. ships through the Jap fleet to a great victory. Home: Long Beach, Calif.



◆ NORMAN SCOTT

Rear Admiral Norman Scott was almost killed in World War I while executive officer of U. S. S. *Jacob Jones*, sunk by a German sub. As commander of a task force of the Pacific Fleet he led his ships into the battle of Cape Esperance, Oct. 11-12, 1942 and the battle of Guadalcanal, Nov. 12-13, 1942. In this last battle, while directing close-range operations against a superior force attempting to land supplies on Guadalcanal, he was killed in a bombardment by their superior firepower. Home: Washington, D. C.



➔ OSCAR V. PETERSON

Chief Water Tender Peterson, a Navy veteran who had been in the service for 22 years, was in charge of a repair party during an attack on the U. S. S. *Neosho* by Jap planes May 7, 1942. Without assistance because of injuries to his crew and severely wounded himself, with no concern for his own life, Peterson closed the bulkhead stop valves and in so doing received burns which resulted in his death. He was posthumously awarded the Purple Heart and a destroyer escort was named in his honor. Home: Richfield, Idaho.



➔ MERRITT A. EDSON

Colonel Edson served with the infantry in the Mexican campaign of 1914, with the Marines in France in 1918 and in Nicaragua in 1928. On Guadalcanal he was commanding officer of a Marine rafter battalion, with a parachute battalion attached. After Henderson Field was captured Edson was assigned with a force of 800 men to the occupation and defense of a ridge dominating the field. In violent fighting and hand-to-hand combat, he personally directed his men and saved the ridge. Home: Chester, Vt.



◆ HERBERT SCHONLAND

Commander Schonland was damage control officer of U. S. S. *San Francisco* the night of Nov. 12-13 when Admiral Callaghan and Captain Young were killed. When Jap shells hit the *San Francisco*, Schonland was fighting to free ship of water flooding the second deck compartment. He was informed that he was commanding officer, but being busy below, turned over the bridge to Commander McCandless. He continued to restore the watertight integrity, eventually saved the ship. Home: New London, Conn.



◆ WILLIAM H. WILBUR

Brig. General Wilbur prepared the plan for making contact with French commanders at Casablanca to obtain an armistice. Coming ashore with the landing assault waves Nov. 8, 1942 he commandeered a vehicle and drove in darkness through 16 miles of enemy territory, under heavy fire, to deliver his letters to appropriate French officials in Casablanca. Returning to his command, he voluntarily took charge of a platoon of U. S. tanks and led them to capture a hostile battery. Home: Palmer, Mass.







## Don't buy glasses. Invest in eye care.

Buying ready-made glasses at a bargain counter may seem incredible to you. Yet too many people still look for bargains in glasses instead of investing in eye care.

Some go to bargain counters and buy ready-made glasses by merely trying on different pairs until they find the ones they *think* "fit" them.

Others fall prey to the bargain lure of "Examinations Free."

In either case, what a pity that there should be such a widespread misconception of the relation of spectacles to eye comfort and visual efficiency.

Glasses are not a commodity to be purchased over the counter. Glasses alone won't correct faulty vision. Your eye comfort and visual efficiency depend upon the skill and knowledge of the professional men who take care of your eyes.

SEEK PROFESSIONAL ADVICE  
—not glasses at a price

Your prescription and the manner in which it is interpreted and serviced are the all-important factors.

Don't be satisfied with anything less than thorough eye care. Don't confuse the price of glasses with the cost of eye comfort.

Glasses alone without professional eye care are *never* a bargain at any price.

So go to your Ophthalmologist, Optometrist, Ophthalmic Dispenser for professional skill and services. Your priceless sight deserves the skill and service that only he can give you.

Don't buy glasses. Invest in eye care.

American  Optical  
COMPANY



### From The AMERICAN Plan for Better Vision

Professional services are worth infinitely more than the cost of the material in the glasses themselves.

**EXAMINATION:** Professional examination for possible pathological eye conditions.

**REFRACTION:** Scientific measure of your ability to see.

**PRESCRIPTION:** Carefully prepared professional conclusions and the proper instructions necessary to correct your vision.

**INTERPRETATION:** Careful technical and scientific compounding of the exact materials of your prescription.

**FITTING:** Scientific, minute adjustment of your prescription to your eyes.

**RE-EVALUATING:** Verification of the refraction and the prescription.

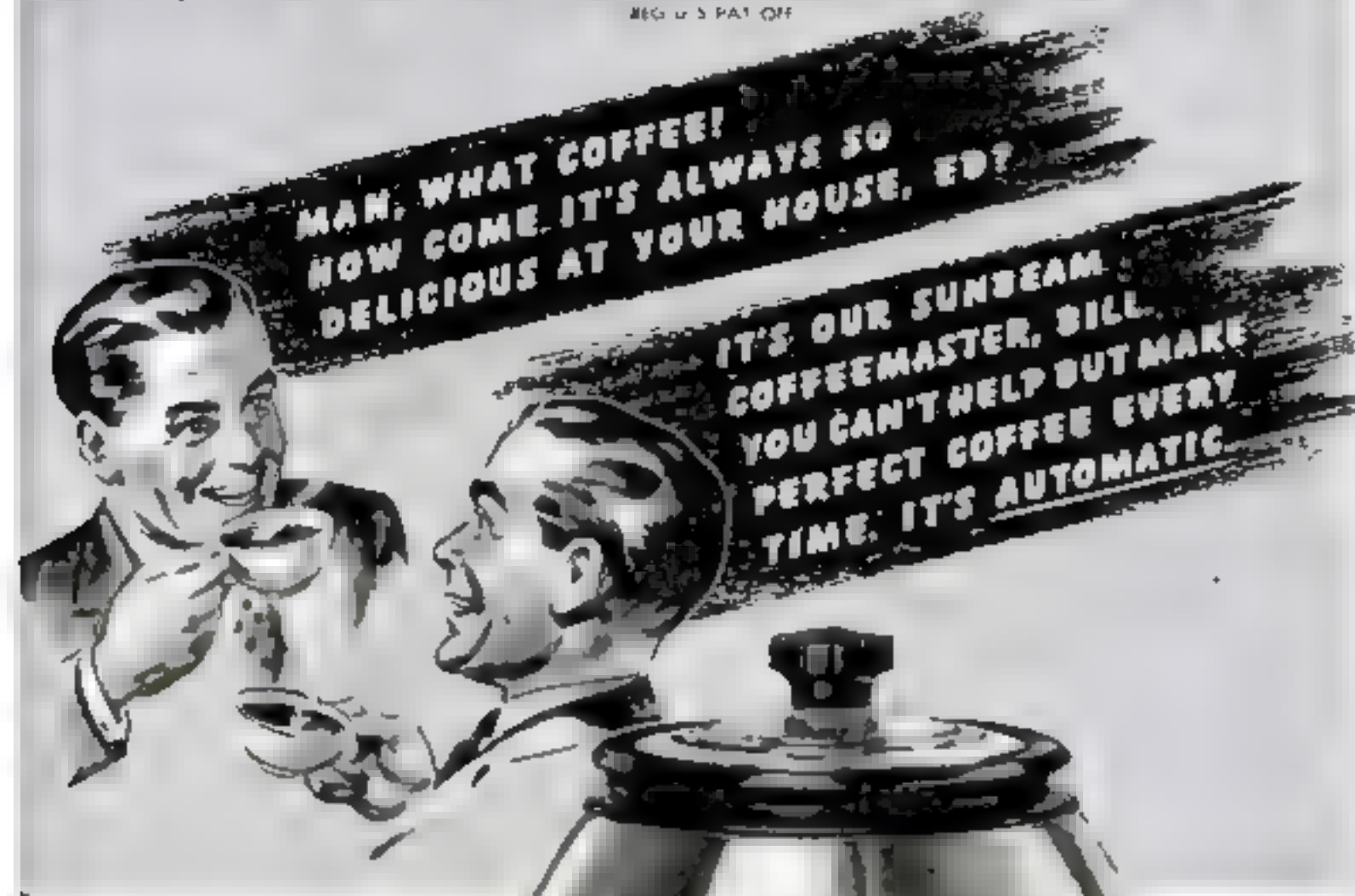
**SERVICING:** Assurance that the requirements of your prescription are being constantly maintained.

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# Sunbeam

## AUTOMATIC COFFEEMASTER



There has never been a coffeemaker that has aroused so much lasting enthusiasm among those who own it as Sunbeam Coffeemaker. Since the manufacture of vital war goods replaced it at Sunbeam in the Fall of 1941, we have heard from thousands of people who have seen it in friends' homes, witnessed its completely automatic operation, enjoyed its marvelous coffee, and want one like it.



● **COFFEEMASTER** coffee is **ALWAYS** perfect—because everything is automatic. No guesswork. You can't miss.

Simply put in the water and coffee, flip the automatic switch and forget it. Whether you make one cup or eight, the water is always at the correct high heat, and the brewing time is always uniform—secrets of delicious coffee.

● **COFFEEMASTER** shuts itself off at exactly the *correct* time *every* time, and then automatically re-sets itself to keep the coffee piping hot.

● **COFFEEMASTER** will be back with Victory. If you have one, give it good care. Change filter cloths regularly. If there isn't a dealer available, send us 25c and we'll mail you a package. (Specify model number of your Coffeemaker.)

CHICAGO FLEXIBLE SHAFT COMPANY, 5400 Roosevelt Rd., Dept. 53, Chicago 50, Ill.  
Canada Factory: 321 Weston Rd., So., Toronto. Over Half a Century Making Quality Products

Famous for **Sunbeam** TOASTER, MIXMASTER, IRONMASTER, SHAVERMASTER, etc.

### MEDAL OF HONOR (continued)



#### ← R. E. FLEMING

Marine Captain Fleming was an honor cadet captain at St. Thomas Military Academy and top man in his class at the Naval Air Station at Pensacola. On the first day of the battle of Midway he dived to within 400 feet of a Jap carrier, got his own bomber riddled with 179 hits. The next day he dived to within 500 feet of a Jap battleship, scored a near miss, crashed in flames. Home: St. Paul, Minn.

#### CLYDE THOMASON →

Sergeant Thomason joined the Marines in 1933 and served in China and at sea. On Aug. 17-18, 1942 he led advance element of the assault echelon of the Marine raider expedition against Makin Island. Ashore he walked up to a house concealing a Jap sniper, forced the door, and shot the Jap dead. Later in action, while leading an assault on an enemy position, he was killed. Home: Atlanta, Ga.



#### ← P. M. HAMILTON

Lieut. Colonel Hamilton volunteered to accompany Colonel Craw on his mission to French commander at Port Lyautey to secure an armistice. Under machine-gun fire party beached its boat, drove toward French headquarters. As the Americans neared the Port a gun fired at them from point blank range, killing Colonel Craw. Colonel Hamilton completed the mission. Home: New York, N. Y.



#### JOHN L. SMITH →

Major Smith commanded Marine Fighting Squadron on Guadalcanal Aug.-Sept. 1942. In almost daily action against superior Jap forces in the air, in spite of limited combat experience, squadron shot down 83 enemy aircraft, Major Smith personally getting 16. Success of squadron was result of the instruction and leadership given by Major Smith. Home: Norfolk, Va. (LIFE, Dec. 7, 1942).




#### ← R. J. KEPPLER

Boatswain's mate first class, he assisted in removal of the dead and wounded from the after-machine-gun platform of U.S.S. *San Francisco* Nov. 12, 1942. That night when the hangar was afire, he led a hose to the fire and without assistance brought it under control. Later, although mortally wounded, he directed fire-fighting operations until he dropped dead from loss of blood. Home: San Francisco, Calif.



CONTINUED ON PAGE 84





## “It took me fifteen years to learn to support this family”

IT SEEMED A STRANGE QUESTION. It came from a life insurance agent. He asked:  
“How long did it take you to learn to support your family?” Then he said:  
“Don’t hurry with the answer; just think about it when you have nothing else to do.”  
Well, I thought a lot about it. I couldn’t get it out of my mind—It took me fifteen  
years to learn to support this family. I saw what the life insurance agent

meant. What if Mary, my wife, had to  
start to support the family? What would her chances be?

It was then that I laid my cards on the table.

I told the agent the size of the pay envelope. I showed him the savings and the  
mortgage. I told him what it costs us to live. Then I learned something. I learned  
what the life insurance people mean when they say that experience  
counts a lot in life insurance. This agent certainly had experience to  
draw on. He started with Social Security. He asked about  
our ambitions for the children. And when he brought  
in his plan I wasn’t staggered. I was just relieved.

It’s surprising what a  
small amount of money  
will provide in life insurance  
when it’s planned right.

Before the agent left he told me something

else I had not thought about. He said to remember that conditions change just as my teeth change and my  
system changes. He said it wasn’t necessary to see him as often as I did my dentist and my doctor, but not to  
think he was crowding me if he called me up occasionally to review my insurance. I saw his point.

THERE ARE REASONS why it is important to  
responsibility to prepare our children  
through education and training to take  
advantage of the opportunities  
of their future and to cope

with its problems. It is our war-time obligation to  
purchase war bonds and to ensure that they will not have to  
be sold immediately in the event of personal disaster . . .

John Hancock agents are trained to relate life insurance to these and other  
obligations. Their advice is practical because it is based on the experience of the  
company in fitting life insurance to the needs and incomes of many families  
over a period of eighty years.

We suggest that you talk with a John Hancock agent soon.

review life insurance now. It is our ever-present



*John Hancock*  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS  
GUY W. COX, President





## "Working Hard, Pard?"

**COWBOY:** You said it, Jockey! Branding is just one extra chore I'm helping with since most of our hands are in uniform. How about you?

**JOCKEY:** Busier than ever. The makers of Jockey Underwear—of which I'm the trade-mark—are working hard on war contracts. And because Uncle Sam rightly gets first call on raw materials, civilians often have to hunt for Jockey. Yet the demand is the greatest in our history!

**COWBOY:** You tellin' me? I've had plenty of trouble getting Jockey myself—and that's true of just about all the branded things our outfit buys.

**JOCKEY:** It shows how much trade-marks mean to the American people, Pard. Trade-marked merchandise is first with them because they know that the manufacturers stand behind it, and that they'll get full value for their money. The brand you're putting on that calf is a good illustration.

**COWBOY:** How do you mean, Jockey?

**JOCKEY:** Well, that brand is your trade-mark. It helps keep rustlers from stealing your cattle because it makes it practically impossible for them to sell through legitimate channels. You wouldn't knowingly put your brand on any steer headed for the black market, and you won't find other brands or trade-marks on meat sold in the alley.

Brands are placed only on products of which producers and retailers are proud... and people are willing to shop for them because they know that, through research in design and materials, the manufacturers are giving them the best available under wartime conditions. In general, that's how all types of trade-marks work.

**COWBOY:** Never did think of it that way before, Jockey, but it's the truth!



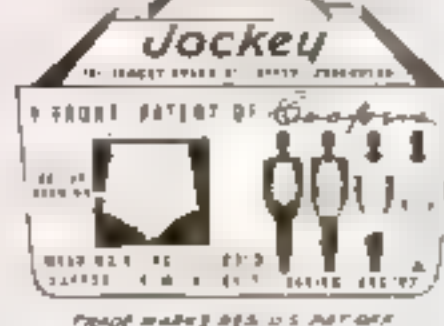
Jockey Midway  
Two-piece—  
Contoured Shirts  
to Match



## Jockey Underwear

*Coopers* INC  
KENOSHA WISCONSIN

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO SEATTLE  
Made and distributed in Canada by Moodies, Hamilton, Ont. in Australia by Speedy  
Knitting Mills, Pty. Ltd., Sydney in British Isles by Lyle & Scott, Ideal House, London  
in New Zealand by Lane-Walker-Roddie, Ltd., Christchurch, S. I.



← **K. D. BAILEY**

Major Bailey was commanding officer of a Marine Raider company during Jap attack on Henderson Field, Guadalcanal, Sept. 12-13. Against heavy odds he stopped an American retreat, reorganized his troops, improved the position of U. S. forces, repeatedly led his troops in hand-to-hand combat for ten hours despite a severe head wound. Eventually he was killed in action. Home: Charleston, W. Va.

**ROBERT E. GALER** →

Major Galer, graduate of University of Washington, was leader of a Marine Fighting Squadron in the Solomons Aug.-Sept. 1942. Repeatedly he led his squadron against superior Jap forces, shooting down 11 bombers and fighters himself while his squadron bagged 16 more. Most of these fights took place at an altitude above 25,000 ft., imposing great strain on planes and men. Home: Seattle, Wash.



← **K. N. WALKER**

Brig. General Walker was commander of Fifth Bomber Command in the Southwest Pacific from Sept. 8, 1942 to Jan. 8, 1943. He repeatedly accompanied his planes on missions, developing a new technique for bombing. On Jan. 5, 1943 he led a raid against Jap shipping at Rabaul, hitting nine enemy ships. His plane was disabled and forced down and he is reported missing. Home: Glendale, Calif.



**H. W. GILMORE** →

Commander Gilmore was commanding officer of a U. S. submarine which was attacked on the surface by a Jap gunboat. Gilmore maneuvered to ram the gunboat. Mortally wounded at his station by fire from gunboat's machine guns, he ordered the bridge cleared, his men going below. His last order was "Take her down" and he remained on the bridge while the ship submerged. Home: New Orleans, La.



← **DOUGLAS MUNRO**

This signalman first class was officer in charge of 24 Higgins boats evacuating Marines trapped at Point Cruz, Guadalcanal. As Munro got near the beach, he placed his boat between the other rescuing ships and the Japs, thus drawing the enemy fire on himself. When evacuation was almost complete Munro was killed but his crew carried on until the last boat had left. Home: Cle Elum, Wash.







# ZEERO *Says* WINTER-SURE YOUR CAR *at* Firestone

**THIS YEAR**, more than ever before, it will pay you to Winter-Sure your car at Firestone. Have your tires, battery, spark plugs, brakes, lights and horn inspected. Have them repaired or replaced if necessary.

Change to the correct grade of lubricants and put in Firestone Super Anti-Freeze. With slippery roads and more hours of darkness ahead . . . with no new cars being made . . . with a shortage of replacement parts and with many skilled repairmen gone into the armed forces, you must take steps NOW to stop trouble before trouble stops you!

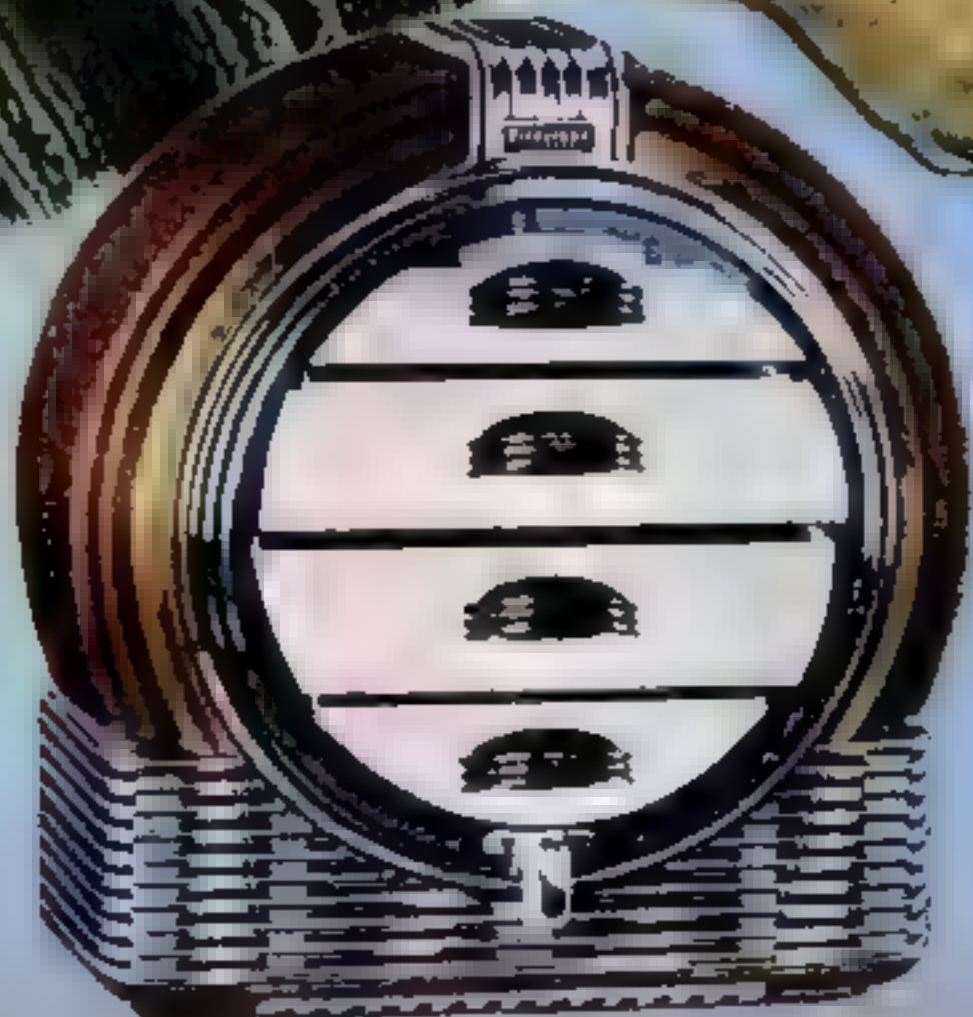
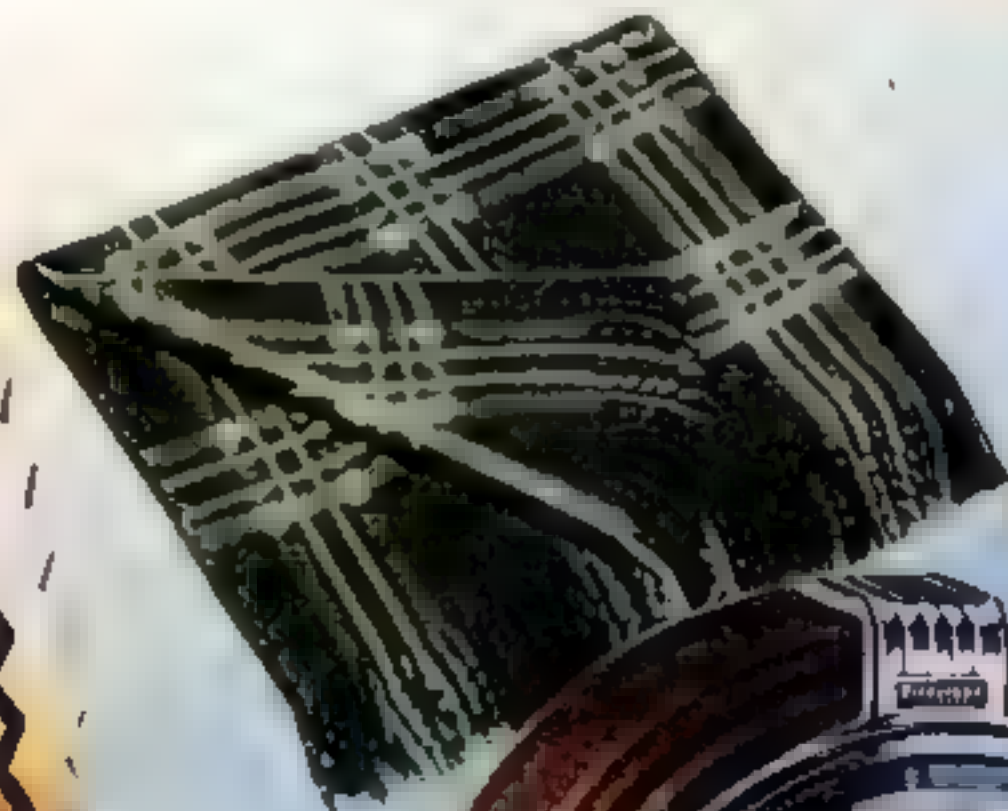
Don't let the first cold snap catch you unprepared! Have your car Winter-Sured TODAY at Firestone. And protect yourself, as well as your car, against winter weather—see the complete line of driving gloves, robes, heaters, defrosters and other timely products now on sale at your Firestone Dealer or Firestone Store.

**For GREATER SAFETY  
and LONGER MILEAGE  
Buy the New FIRESTONE  
DeLuxe Champion**

**BUILT WITH AMERICAN-MADE SYNTHETIC RUBBER**

A bad skid may put your car out of service for the duration. Have your tires recapped as soon as the treads wear smooth. Or, if your tires cannot be recapped and if you are eligible to buy new tires, be sure to get Firestone DeLuxe Champions. The famous Gear-Grip Tread gives you extra traction and extra protection against skidding. And the extra strength of the Safti-Lock Gum-Dipped Cord Body with Safti-Sured Construction enables you to have these tires recapped again and again.

- HUNDREDS OF USEFUL PRODUCTS AT YOUR  
NEARBY FIRESTONE DEALER OR STORE**
- |   |  |  |   |
|---|--|--|---|
| <b>AUTO SUPPLIES</b><br>Tires . . . Batteries . . .<br>Spark plugs . . . Auto<br>heaters . . . Defrosters . . .<br>Robes . . . Frost shields . . .<br>. . . Anti-Freeze . . . Seat<br>covers. | <b>HOME SUPPLIES</b><br>Record albums . . . Dinnerware . . . Enamelled<br>surface rugs . . . Step-<br>ladders . . . Housewares . . .<br>. . . Shower curtains. | <b>RECREATION SUPPLIES</b><br>Golf accessories . . .<br>Archery . . . Bowling<br>shoes . . . Skis and<br>toehuggers . . . Ice skates<br>Football and equipment | Basketballs . . . Boxing<br>Gloves and striking bags. |
| <b>CLOTHING</b><br>Raincoats . . . Jackets . . .<br>Work clothing . . .<br>Women's slacks suits . . .<br>Gloves.  | <b>PAINTS, WALLPAPER<br/>and accessories.</b>  | <b>TOYS, BOOKS AND<br/>GAMES</b>   | <b>HARDWARE</b>                                       |
|   | <b>BICYCLES</b><br>and accessories . . .<br>Cruiser wagons . . . Baby<br>walkers.  |  |   |



Listen to the Voice of Firestone with Richard Crooks and the Firestone Symphony Orchestra, Monday evenings, over N. B. C.



# MEAT

## *and a generation to guard*

When you look into the shining eyes of children today, what do you see?

*You see the hope of better times to come . . . you see the promise of a better world to live in.*

*When the last shot has been fired from the last smoking gun, look to see a young army of brown and blue and gray eyes advancing to rebuild a war-torn world . . .*

*We must guard the growing generation which will make our post-war dreams come true.*

*It must be given the spirit and the strength . . .*

The greatest tragedy of war-occupied countries is the starved bodies and haunting eyes of children who should be playing, laughing and eating right.

It can't happen here. This is still the land most enlightened on nutrition—and it must be kept so.

Perhaps the most important element in the nutrition of a growing body is protein. It is from proteins that new body tissues are built.

Because they are building up tissues so rapidly, children up to the age of fifteen need nearly two and a half times as much proteins per pound of body weight as adults.

Meat is one of the basic protein foods.

Meat is one of the richest sources of proteins, and is generally accepted among meal planners as "the protein yardstick."

Meat has all ten of the amino acids which nutritionists term "essential" because the body cannot manufacture them, but must get them in food.

Meat proteins are of high biologic value—their amino acids are combined in a proportion which the body utilizes readily.

In addition, meat provides essential B vitamins (thiamine, riboflavin, niacin) and



important minerals (iron, copper, phosphorus).

These nutritional essentials are not stored in the body to any appreciable extent; must be supplied in the daily foods we eat.

As mother or as father you say, "What if we can't get all the meat we want?"

*The answer is:*

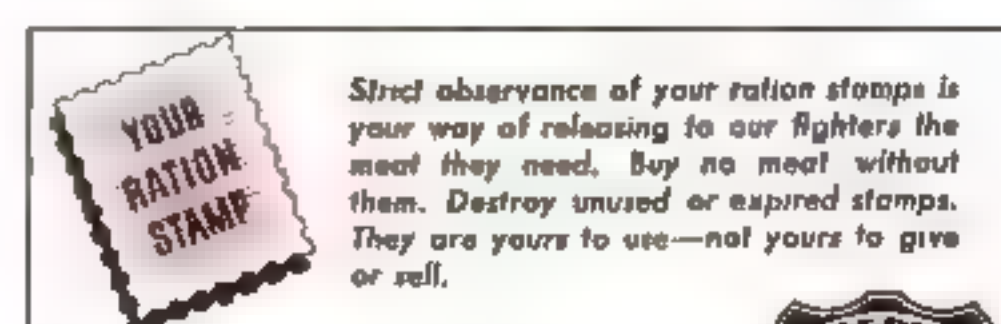
You must learn how to prepare less familiar cuts appetizingly.

The meat you do get must be used to its last bit of goodness, with not a "smidgen" left on the plate.

The proteins of meat may be supple-

mented by meat's "allies in protein," such as milk, eggs, poultry, fish and cheese. More important than ever under rationing, the good flavor of meat helps stimulate the child's appetite for other essential foods.

AMERICAN MEAT INSTITUTE, Chicago



*This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.*







← JOSEPH J. FOSS

Major Foss shot down 26 Jap planes over Guadalcanal, the best record of any American aviator in World War II. He and his Marine squadron also took part in many escort missions. On Jan. 25, with eight Marine and four Army planes, he intercepted a large force so successfully that four Jap fighters were downed and the bombers turned back. Home: Sioux Falls, S. D. (LIFE, June 7.)

JOHN BASILONE →

A Marine sergeant, Basilone was in charge of a heavy machine-gun section on Guadalcanal. On Oct. 24, his section was knocked out by Jap grenades and bullets. Basilone pulled up an extra gun, repaired it, and then went forward to lead a whole Jap regiment at night. When ammunition was running low, he ordered his gunners to get shells for his gunners. Home: Hampton, N. J. (LIFE, Oct. 11.)



← MITCHELL PAIGE

Paige was a Marine platoon sergeant on Guadalcanal in charge of a heavy machine-gun section when the Japs broke through. Under enemy fire, he commanded his men until they were all killed or wounded, then manned guns himself and held off Japs until reinforcements arrived. He reformed his line and led a bayonet charge. Since then, he has been promoted to first lieutenant. Home: Dravosburg, Pa.



HAROLD BAUER →

Lieut. Colonel Bauer was commander of a fighting squadron in South Pacific which was credited with bagging 92 enemy planes. He volunteered to pilot a fighter plane and sighted an enemy squadron attacking the U. S. S. *Farland*. He fought them singlehanded and brought down four Jap planes before his fuel and gas supply forced him to the sea. He is missing in action. Home: Fort Collins, Colo.



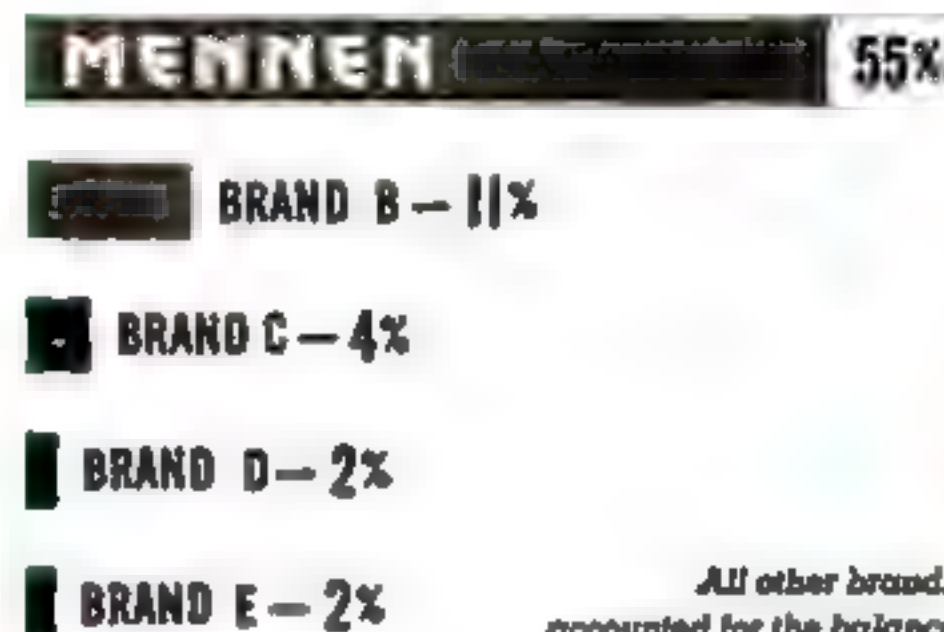
← MAYNARD SMITH

Sergeant Smith, a gunner in the Army Air Forces, saved a Fortress and her crew after a raid on St. Nazaire. The plane was shot up, two of crew wounded and fire was raging in the waist. Smith fought the blaze with everything from water bottles to his bare hands, gave first aid to wounded men, and between times manned two gun stations and drove off a swarm of Focke-Wulfs. Home: Caro, Mich.



# MENNEN TALC VOTED OVERWHELMING FIRST IN DERMATOLOGIST POLL

In a recent nation-wide poll, more dermatologists say they use Mennen Talcum for Men than any other brand ... more than ALL OTHER BRANDS COMBINED. Here are the results:



This overwhelming preference on the part of these distinguished physicians is real evidence of the superior quality of Mennen Talcum for Men. When buying talc for your own use, why not be guided by the personal choice of America's highest authorities in the care of the skin ... men who KNOW what is best for the skin.







**Oh me, oh my, OH MA!**

How long ago did this happen to you? Youngster or oldster, the price of too much of a good thing is likely to be stomach distress, a sour, sickish feeling, simple diarrhea. Be gentle with such upsets... take soothing PEPTO-BISMOL!

**Never Upset an Upset Stomach!** Don't pile more trouble on a troubled stomach with overdoses of antacids or harsh physics! Take soothing PEPTO-BISMOL! This pleasant-tasting preparation is neither antacid nor laxative. Its action is different. It spreads a soothing, protective coating on irritated stomach and intestinal walls, thus helping to calm and quiet common digestive upsets. Get a bottle today!

Recommended for children as well as adults. Three sizes at your druggist's—or by the dose at his fountain.

Take soothing PEPTO-BISMOL... to relieve sour sickish, upset stomach, distress after over-indulgence; nervous indigestion; heartburn... And to retard intestinal fermentation; gas formation; simple diarrhea. If you do not get prompt relief, consult your physician.

Norwich

Makers of



**PEPTO-BISMOL**  
FOR UpSET STOMACH

This formula is known and sold in Canada as P. B.

©1952 U. S. Pat. Off.



◀ **DEMAS T. CRAW**

Colonel Crow, graduate of West Point (1924), volunteered to accompany the leading wave of assault troops which were landing in French Morocco Nov. 8, 1942. His mission was to locate the French commander to persuade him to cease fighting. Through heavy shell fire and under strafing, he proceeded to Port Lyautey where he was killed by a burst of fire from a machine-gun. Home: Charlottesville, Va.

**CHARLES DAVIS** ➔

Captain Davis was with infantry battalion on Guadalcanal Jan. 12, 1943 when units were caught in machine-gun fire. Davis volunteered to carry instructions to the trapped men. Under fire he delivered the orders. Next day, armed with only a pistol, he led an assault on a Jap position, so inspiring his men that a second wave of troops took the position. He is now a major. Home: Montgomery, Ala.



◀ **LEON W. JOHNSON**

Colonel Johnson led the fourth group of heavy bombers in the big low-level mass bombing of the Ploesti oil fields by U. S. planes on Aug. 1. In the heavy weather his group got separated from its advance elements but swooped in low on the target anyway and totally destroyed the objective in spite of the anti-aircraft fire, enemy planes, oil fires, intense smoke and bomb explosions. Home: Moline, Kan.



**JOHN R. KANE** ➔

Colonel Kane was the leader of the third element of big bombers blasting the Ploesti refineries. He got separated from the leading planes in the bad flying weather and when he arrived over his target he discovered that it had just been bombed by mistake, thus arousing the defenses. Nevertheless, against a cover of flak and fighter planes he attacked and destroyed his objective. Home: Shreveport, La.



◀ **JAMES E. SWETT**

Captain Swett, a Marine pilot, led group of four planes against a formation of 15 Jap bombers over Solomons April 7, 1943. In first dive he shot down three Jap planes, turned, made a solo attack on six more, destroying four of them. His ammunition was gone but he dove straight into the fifth bomber, chasing it away. Wounded and with a disabled motor, he landed in the water. Home: San Mateo, Cal.







*"Time out" at Fort Sheridan, Illinois*

Wherever they may pause . . . on the long, tough road that stretches on ahead . . . it's up to us to be on hand . . . .

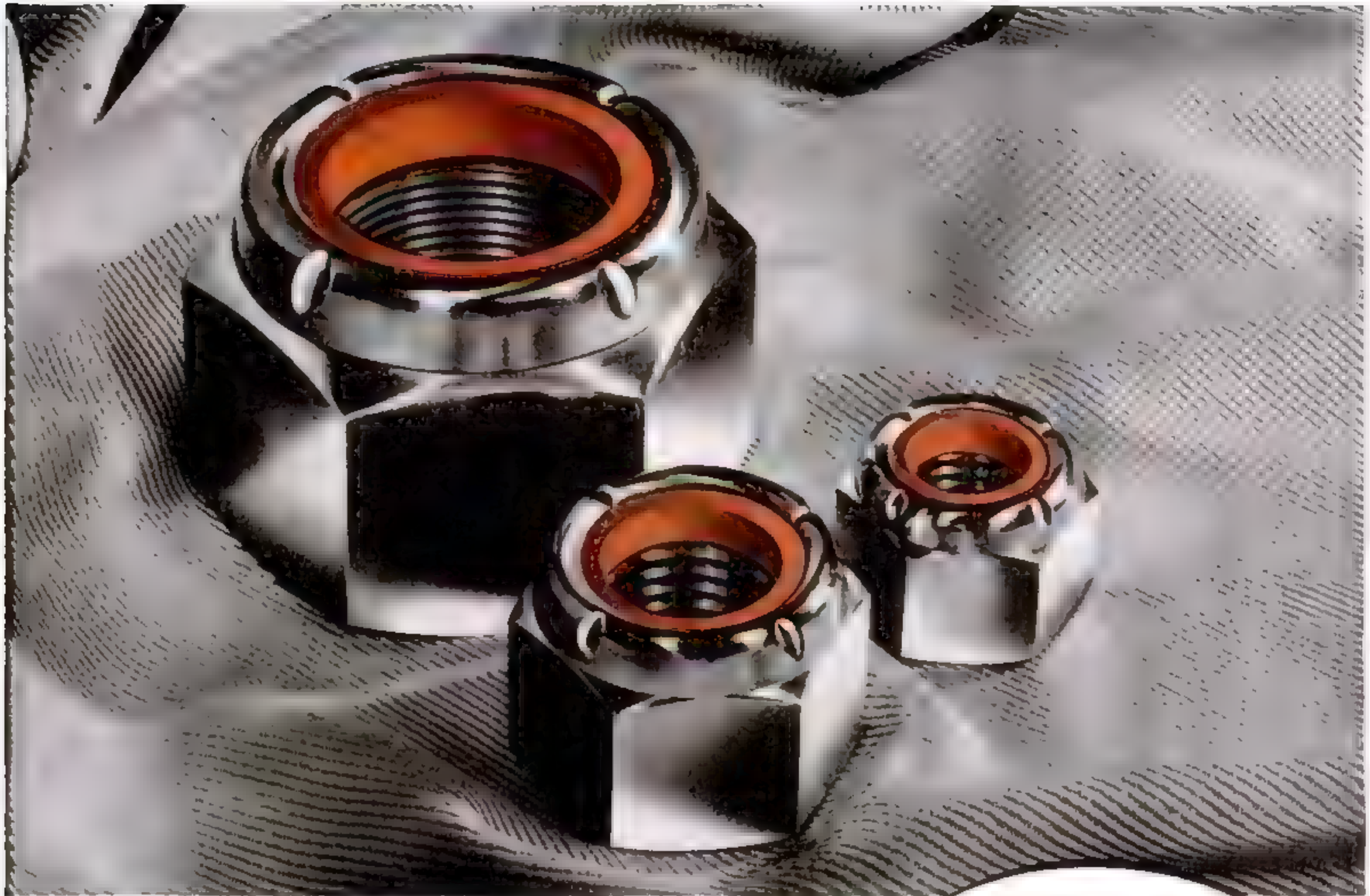
We can do it, if we send "snapshots from home"—the boys themselves say these homey little pictures mean more than almost anything else we can send.

It's hard to get film now. The Army and Navy require so much that Kodak Film is rationed to dealers. That makes it doubly important to use what film you get for the really worthwhile job. Include snapshots in your letters—make them a "visit home." This may seem too simple, but the boys don't think so . . . Eastman Kodak Company, Rochester, N. Y.

Visit him in **SNAPSHOTS**

**Kodak**





## WHAT MUST A NUT DO?

● There's only one thing in the world a nut must do.

That is to hold things together — and never let go.

Most nuts shiver loose under vibration.

But not this nut.

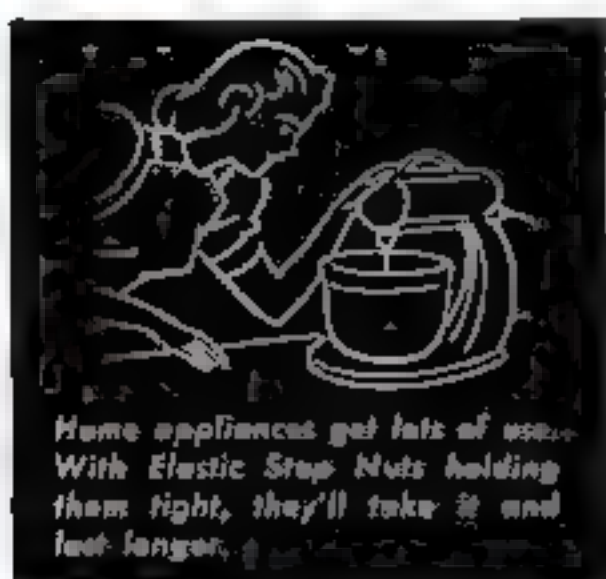
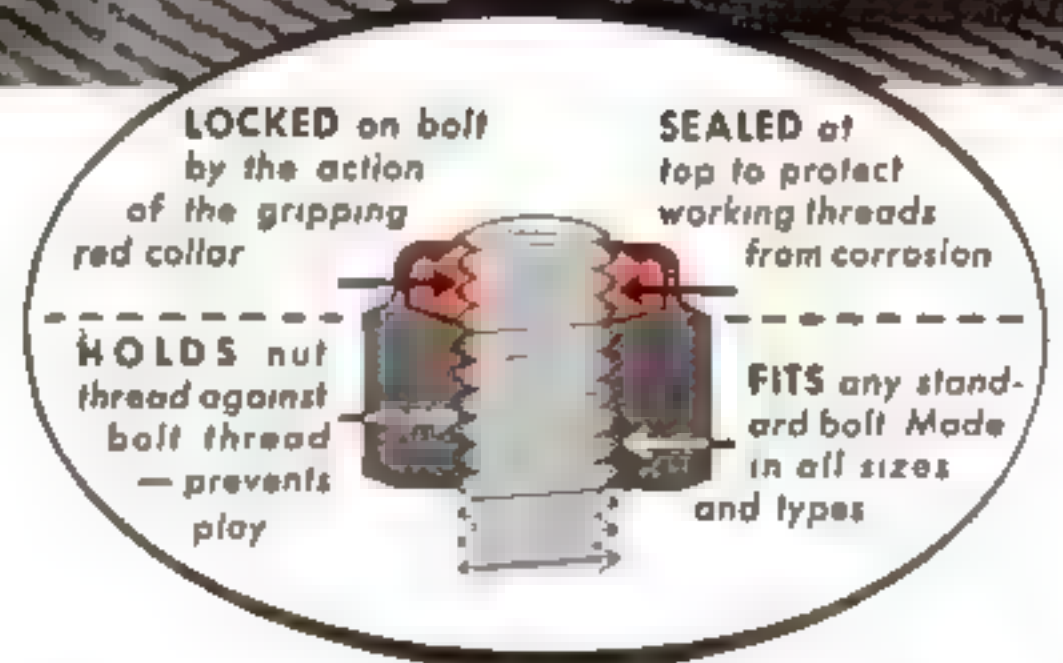
The reason is the red elastic collar. This collar molds itself snugly to the bolt. It holds the nut and bolt threads tight together.

The nut can't jiggle and turn.

So the nut locks fast and stays put — anywhere on the bolt. It can be taken off, and put back on, time and again without losing its locking ability.

This is why there are more Elastic Stop Nuts on war material than all other lock nuts combined.

And of the billions in use, we don't know of one that hasn't done its job better than any other similar fastening.



## ELASTIC STOP NUTS

*Lock fast to make things last*



BACK THE ATTACK... BUY WAR BONDS

ELASTIC STOP NUT CORPORATION OF AMERICA  
UNION, NEW JERSEY AND LINCOLN, NEBRASKA





BALLET, "VENUS IN OZONE HEIGHTS," REPRESENTS MARY MARTIN AND KENNY BAKER (CENTER) AS COUPLE MARRIED FIVE YEARS. SONO OSATO (LEFT) IS PREMIERE DANSEUSE

# "ONE TOUCH OF VENUS"

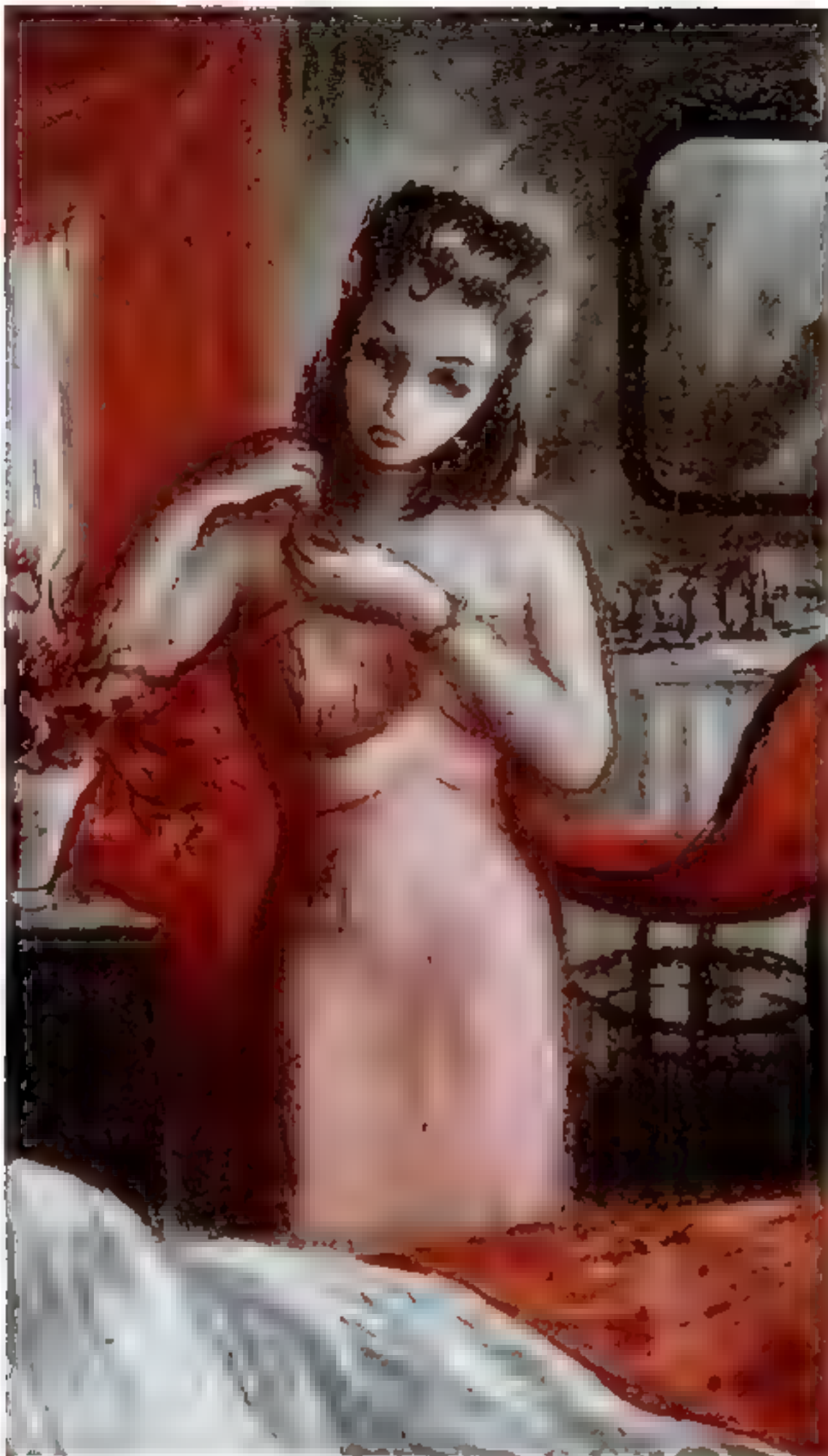
It is the newest hit on Broadway

To a Broadway season remarkable only for the embarrassing ineptitude of such recent musical dreadfuls as *My Dear Public*, *Bright Lights* and *Harpin Harmony* came last fortnight something fine and inventive and melodic called *One Touch of Venus*. Its music which, together with *Oklahoma*'s, is about the most memorable in recent years, is by Kurt Weill; its brittle lyrics by Ogden Nash, its humorous book by Mr. Nash and S. J. Perelman, its imaginative choreography by Agnes de Mille.

But of *One Touch of Venus*' many delights, none is more endearing than Mary Martin. As a statue of

Venus suddenly come to life and in love with a barber (Kenny Baker), she invests the Pygmalion myth with her enchanting personality, her poise, her lovely clear voice and her good looks. During the course of the evening she sings *I'm a Stranger Here Myself*, titled after one of Nash's volumes of verse: *Foolish Heart*, an exquisite waltz. *Speak Low*, the show's most reprised song, and *That's Him* (see page 64). Not since the late Marilyn Miller left the stage (after 1933's *As Thousands Cheer*) has the theater boasted of a more radiant musical comedy heroine than this pretty, vivacious girl from Weatherford, Texas.





*Glady's Richard Dunn*

## It was dark this morning

Dark...and cold. But to millions of women working so that men may fight...it was the light of another day less of war! Women are working. More are wanted. To work takes planning, energy, will. It needs functional clothes, functional underwear. That's why designed-for-action Munsingwear is being chosen more and more. Knitted to cling, yet follow your movements. Comfortable. Easy to care for. Trim. But the softness, the luxury look your woman's heart desires. In Winter, warm Munsingwear helps you work better, sleep better, feel better. See the pajamas, nighties, pants, vests and slips at better stores. Not every model, perhaps, because Munsingwear's a war worker, too. But plenty for a wide and good choice!

### MUNSINGWEAR

REG. U. S. PAT. OFF.

WOMEN ARE NEEDED FOR WAR PRODUCTION AND NECESSARY CIVILIAN SERVICE  
APPLY TO LOCAL UNITED STATES EMPLOYMENT SERVICE FOR INFORMATION

## "One Touch of Venus" (continued)



Statue of Venus, which begins show and motivates plot, is shown to Kenny Baker by John Boles. Boles is an art instructor who has just purchased it. Baker, barber who has come to shave him, insists that his fiancée is more beautiful than a statue.



Mary Martin appears in place of the statue, when Baker puts engagement ring he has bought for his fiancée on the statue's finger, and the statue suddenly comes to life. Miss Martin tells Baker that he is her lover, pursues him almost till end of the show.





"The Trouble With Women," a barbershop ballad, is sung by (l. to r.) Teddy Hart, Harry Clark, John Boles and Kenny Baker. It is one of the show's most wildly applauded numbers. In it, Lynst Ogden Nash observes that the trouble with women is men.



"Venus in Ozone Heights" is one of two Agnes de Mille ballets in show. Here Mary Martin, who does not dance, is carried off by Robert Pageant. As in Miss de Mille's *Out of My Dreams in Oklahoma!*, this ballet shows what marriage might do to lovers.

CONTINUED ON NEXT PAGE

# Now..and Forever

TO HAVE and TO HOLD



GENUINE-REGISTERED

## Keepsake

### DIAMOND ENGAGEMENT RING

It's nice to know that wherever you go there's a girl back home who wears the symbol of the love you share. . . a girl who is thinking of you always.

You choose wisely when you select a genuine registered Keepsake Diamond Ring because the Certificate of Registration and Guarantee gives assurance of the "Keepsake" high standards of color, cut and clarity. The universally established price on the tag and the name Keepsake inside the ring represents true quality and value. See the new matched sets at your Keepsake Jeweler . . . to \$2500.

IF YOU ARE OVERSEAS you may send a money order to the person to whom you want to give a Keepsake and have that person write to us for the name of the nearest Keepsake Jeweler. There are Authorized Keepsake Jewelers in practically every city and town in the United States, Puerto Rico, Canal Zone, Hawaii and Alaska.



**DIANA Set** \$487.50  
Engagement Ring \$200.00



**LYNWOOD Set** \$335.00  
Engagement Ring \$125.00



**BETHANY Set** \$375.00  
Engagement Ring \$200.00



**SALEM Set** \$118.00  
Engagement Ring \$100.00



**WESTBURY Set** \$475.00  
Engagement Ring \$200.00



**HASTINGS Set** \$422.50  
Engagement Ring \$175.00



**CUSHING Set** \$450.00  
Engagement Ring \$250.00

**FOR THE BRIDE OF YESTERYEAR**

A "Keepsake" is the best gift of all for a wedding, making each memory a very precious one.

Keepsake Diamond Rings, A. H. Pond Co., Inc.  
214 E. Warren St., Syracuse 2, N. Y.

Please send the book, "The Etiquette of the Engagement and Wedding," with supplement on "War-time Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name.....  
Street and No.....  
City.....

L 10-25-43



# YOUR TIRES *Must* LAST!

"SMALL HOLES, CRACKS  
AND BRUISES LEAD TO  
BIG TIRE TROUBLES"

SAYS

*Bob Bowes*

PRESIDENT & FOUNDER OF BOWES "SEAL FAST"  
CORPORATION, PIONEER IN SAFE TIRE REPAIRS



GET YOUR TIRES INSPECTED NOW...

*Inside  
and Out*

WHERE YOU SEE  
THIS SIGN



BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS, INDIANA

"One Touch of Venus" (continued)

## "THAT'S HIM" IS MARY MARTIN'S HIT

On the night of Nov. 9, 1938, an obscure singer in a show called *Leave It to Me* stepped before the footlights of the Imperial Theater to confess that her heart belonged to daddy. Her instantaneous success led to a Hollywood contract that was to take her from the theater for five years. But last fortnight she returned to the Imperial to sing (below) a song as bewitching as *Daddy*. Called *That's Him*, it has such bright Ogden Nash lines as these:

*You know the way you feel when there is autumn in the air  
That's him, that's him,  
The way you feel when Antoine has finished with your hair;  
That's him, that's him.  
You know the way you feel when you smell bread baking—  
The way you feel when suddenly a tooth stops aching—  
Wonderful world! Wonderful you!  
That's him, that's him.  
He is as simple as a swim in summer,  
Not arty, not actory.  
He's like a plumber when you need a plumber—  
He's satisfactory.  
You know the way you feel when you want to knock on wood,  
The way you feel when your heart is gone for good—  
Wonderful world! Wonderful you!  
That's him.*

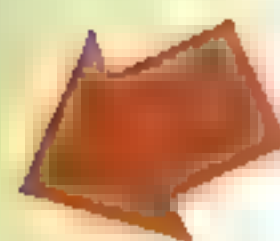
LYRICS REPRINTED BY PERMISSION OF THE COPYRIGHT OWNER  
© 1938 BY CHAPPELL & CO. INC.







**SOME CALL IT  
THE  
TROUBLESHERE**



*But it's helping to make  
your post-war car "trouble free"*

War in the air climbs higher and higher. Already bombers and fighters operate from 20,000 to 40,000 feet — in the sub-stratosphere or troposphere.

But some call this region the "troublesphere". Here the air is so thin that gasoline bubbles and quickly evaporates and the temperature drops to 85° below zero, congealing ordinary lubricants to taffy.

To aid our pilots Texaco scientists developed a new high-altitude lubricant that even the stratosphere can't congeal. By defying the cold it blazes a path to even higher flight.

Such exciting assignments... the making of specialized war lubricants... vast quantities of 100-octane aviation gasoline... will mean much to your post-war car.

When the new cars are delivered, Texaco will be ready with the finer gasolines and oils they will need for longer life, quicker starting and better lubrication.

*You're  
welcome at* **TEXACO DEALERS**





# Three CHEVROLET

*for high achievement in the*

## B-24 LIBERATOR BOMBER

CHEVROLET MOTOR & AXLE  
PLANT, TONAWANDA, N. Y.

AVIATION ENGINE PLANT  
NO. 1, TONAWANDA, N. Y.

AVIATION ENGINE  
PLANT NO. 2  
BUFFALO, N. Y.



CONSOLIDATED B-24, THE LIBERATOR

### HEAVY BOMBER

The Liberator, Consolidated B-24, has the longest range of any operational land-based airplane now in service. Its reliability in round-the-world ferrying operations has been amazing, and it has played an outstanding role in the battle of the Atlantic in very long range operations from the U. S. and Britain (called V.L.R. by Churchill in a recent address). The British have called the Liberator one of the finest military aircraft yet produced. It has been fully tested in combat operations over the Aleutians, the South and Central Pacific, the Middle East and North Africa and in the heavy raids over Nazi Europe. It is of modern design, with high-lift Davis wing and tri-cycle landing gear. The C-87 Liberator Express transport includes a passenger version and a cargo version.

HELP  
SPEED  
VICTORY

VOLUME FOUR



# Plants Fly Army-Navy E Flags

*manufacture of Pratt & Whitney Engines for*

## BERS... C-47... C-53 CARGO PLANES



DOUGLAS C-47, THE SKYTRAIN

### CARGO TRANSPORT

The Skytrain and Skytrooper (Douglas C-47 and C-53) are military versions of the silver DC-3 airliner, so familiar over American airports, and even before the present conflict in use by nearly a score of foreign countries throughout the world. The Skytrain has a reinforced floor bottom and large loading doors for cargo, and the Skytrooper is fitted with jump seats, being used for military passengers, parachutists or airborne infantry. Both types are to some degree interchangeable, however, and both can quickly be adapted for emergency use for evacuating the wounded, in addition to which there is a special "air ambulance" version normally used for this purpose. C-47's have been carrying the ball on vital air supply routes, and were used heavily in the Owen Stanley Mountains in the campaign which cleared the enemy out of eastern New Guinea. From the start of the North Africa campaign, when 47 of these planes flew several hundred fully equipped paratroopers from England to the landing point in Africa, a trip of nearly 1500 miles, and straight through to the final victory, the Skytrains maintained a constant shuttle service for both the Troop Carrier unit and the Air Service unit.

BUY  
WAR  
BONDS

FOR VICTORY





Unretouched color photograph. One shoe above is an Oliver Moore original; the other is a Regal Reproduction — Style 4574.

## Aristocrats

LEATHER by a venerable Glasgow tannery world-famous for generations . . . styling by a noted Manhattan custom bootmaker . . . workmanship by skilled inheritors of New England's fine old traditions.

*Result:* This Regal Reproduction.

Regal long has been a leading customer of the Martin family's tannery in Scotland. That's why we have been able to obtain limited amounts of genuine imported Martin's Scotch Grain when this aristocrat of leathers is as scarce today, almost, as early editions of Bobby Burns.

Distinction in style was obtained by asking New York's Oliver Moore for his interpretation of a brown semi-brogue shoe. Then we reproduced it

over the same last in our New England factories, stitch for stitch and leather for leather.

Above you see the \$47 Oliver Moore hand-made original and the \$6.60 Regal Reproduction — aristocrats both. If you fail to tell which is which, remember that even some shoe experts have failed.

Volume production and sales direct to you make possible the modest Regal price of \$6.60, coast to coast. "Prescription Fitting" measures both your feet at the same time in sitting, standing, stepping positions . . . and assures correct fit. Prove Regal quality and comfort for yourself at the nearest Regal store.

*All styles, all sizes, one price — \$6.60.*

P. S. The Regal Reproduction is on the right in the actual photograph above.

# REGAL SHOES

**SOLD ONLY IN 80 COMPANY-OWNED RETAIL STORES — PRINCIPAL CITIES — COAST TO COAST**

• Stores in Atlanta, Baltimore; Birmingham; Boston (3); Brooklyn (8); Buffalo; Chicago (2); Cincinnati; Cleveland; Detroit (7); Hartford, Hollywood; Houston; Jersey City (2); Kansas City; Los Angeles (2); Milwaukee; Newark; New Haven; New York (29 stores in Greater New York); Norfolk; Oakland, Paterson, New Jersey; Philadelphia (4); Pittsburgh; Portland, Oregon; Providence; Richmond; Rochester; St. Louis; San Francisco (2); Seattle; Springfield, Massachusetts; Syracuse; Tacoma; Washington (2); Worcester.

FACTORIES AND MAIL ORDER DEPARTMENT AT WHITMAN, MASS.

• WRITE FOR FREE ILLUSTRATED STYLE FOLDER "L-8"





MOVIE SEQUENCE STARTS WITH EERIE SCENE SHOWING GHOSTLIKE FIGURES DISCOVERING A DROWNED MAN, IT LATER EVOLVES INTO MODERN NEW ORLEANS MARDI GRAS

## MOVIE OF THE WEEK:

# *Flesh and Fantasy*

Universal goes in for dreams and the occult

In making movies Hollywood's biggest stock in trade is the repetition of a successful formula: boy-meets-girl, hell-for-leather-westerns, all-star musicals, etc. But once in a while it strives to be different, produces a film that has little or no precedent at the box office. Such a film is Universal's *Flesh and Fantasy* directed by John Duxivier. Dealing with dreams, mystics, palmistry and the supernatural, the movie tells not one story but three separate ones. (Originally there were four episodes, but one was lopped off, will soon become a movie of its own.)

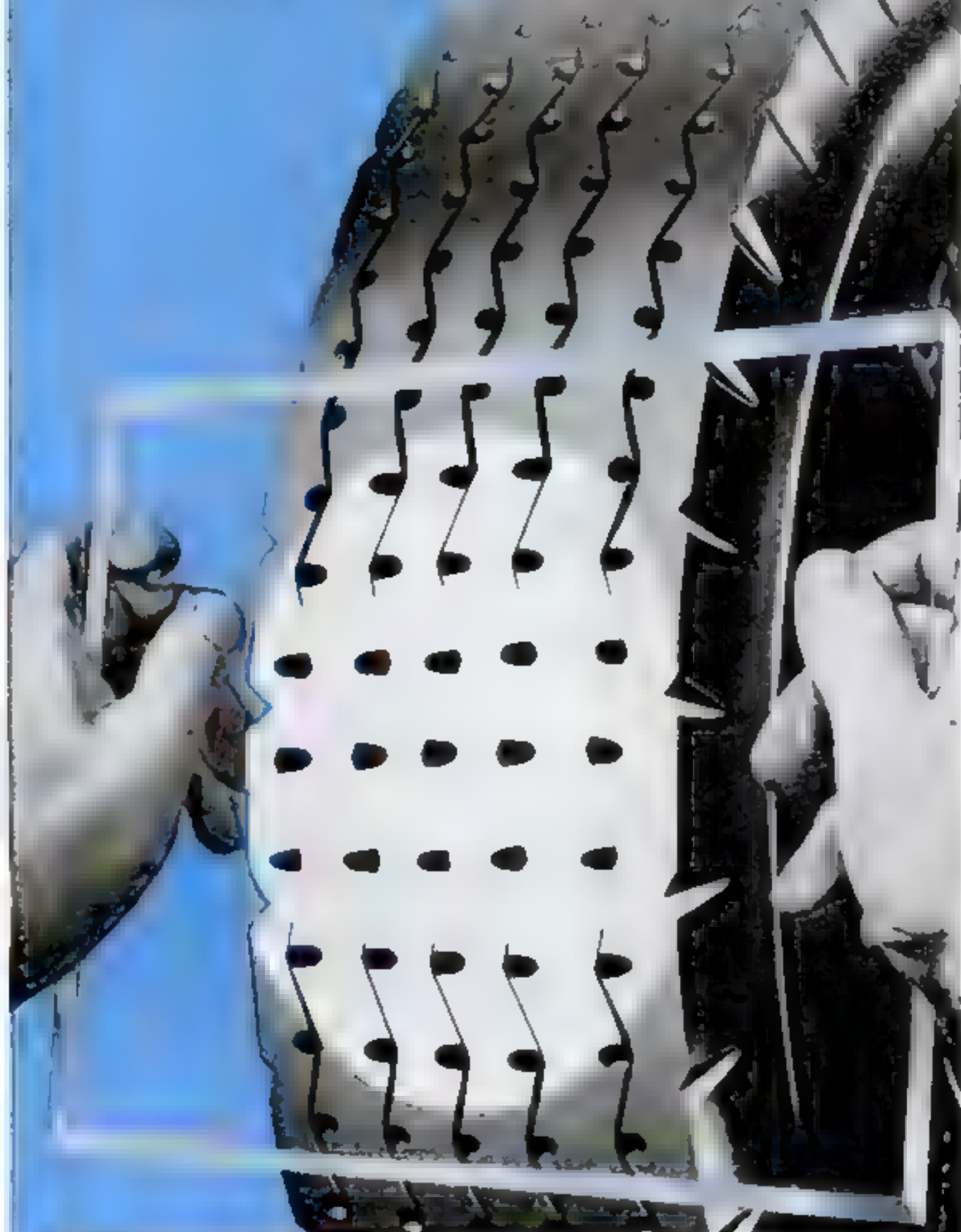
Audiences familiar with realistic beginning-middle-&-end movies were introduced to the imaginative treatment in *Tales of Manhattan*. This also was episodic in form and was directed by Duxivier. *Flesh and Fantasy*, even more experimental, sports Charles Boyer as both coproducer and actor. Other stars in the movie include Barbara Stanwyck, Edward G. Robinson, Thomas Mitchell, Robert Cummings and Betty Field (right). Shrouded in the eeriness of ghostlike figures, prophecies of murder and the nightmares of a circus high-wire performer, *Flesh and Fantasy* is an exciting departure from the Hollywood pattern. On these pages LIFE shows scenes from the most unusual of the episodes. Running only 21 minutes, it is a modern fable about an ugly girl who wears a beautiful mask only to discover that her own face is more beautiful than the mask.



Betty Field, the wife of Playwright Elinor Rice, plays part as ugly dressmaker who is secretly in love with a young law student but is ignored by him because she is not beautiful.



# You will ride *Safely* on PENNSYLVANIA SILENT VACUUM CUPS!



**S**OME DAY soon you will get a new motoring thrill . . . your first ride on the first really different tire in a generation.

It's the new, silent Pennsylvania Vacuum Cup Tire . . . the tire that combines *safety* and *silence* in a tread which revolutionizes tire design.

Look through that glass! See how the vacuum cups are formed—instantly—to assure positive protection against skids. See how the vacuum then is broken scientifically—to prevent snap, hum or drag!

This superlative, longer-lived tire is ready NOW for production! BUT—because premium tires may not now be manufactured—we must ask you to be patient a while longer.

Meanwhile, Pennsylvania is manufacturing first quality tires of synthetic rubber. However, there are not nearly enough of these to make them freely available.

Conserve your present tires. Keep them properly inflated. Drive slowly. Buy used, recapped, or repaired tires when replacements are needed. **SAVE RUBBER.**

Your Pennsylvania tire dealer can be of real service! He will help you get more miles out of your present tires. He is prepared to render recapping and repair service and can supply, as you become eligible to purchase them, the famous Pennsylvania "Turnpike" truck tires, or Pennsylvania "RX" and "Advanced" passenger car tires, Pennsylvania Rubber Co., Jeannette, Pa.

## PENNSYLVANIA TIRES

MANUFACTURED BY THE  
ORIGINATORS OF THE

*Silent Vacuum Cup Tire*

Pennsylvania is one of several associated companies operating the Copolymer Corporation at Baton Rouge, La., the first plant to produce synthetic rubber for the United States Government.

## "Flesh and Fantasy" (continued)



About to drown herself because she is ugly, Henriette is stopped by an old Bearded Gentleman who promises that he is able to make her beautiful.



In a mask-maker's shop cluttered with disguises for Mardi Gras, the old man shows Henriette a variety of faces, tells her to pick one of them.



Ugly dummy is revealed under the mask of beauty that Henriette picks. The old man tells her that real beauty is not external but within a person.

CONTINUED ON PAGE 72



"Take over, Bud, till I get back . . .



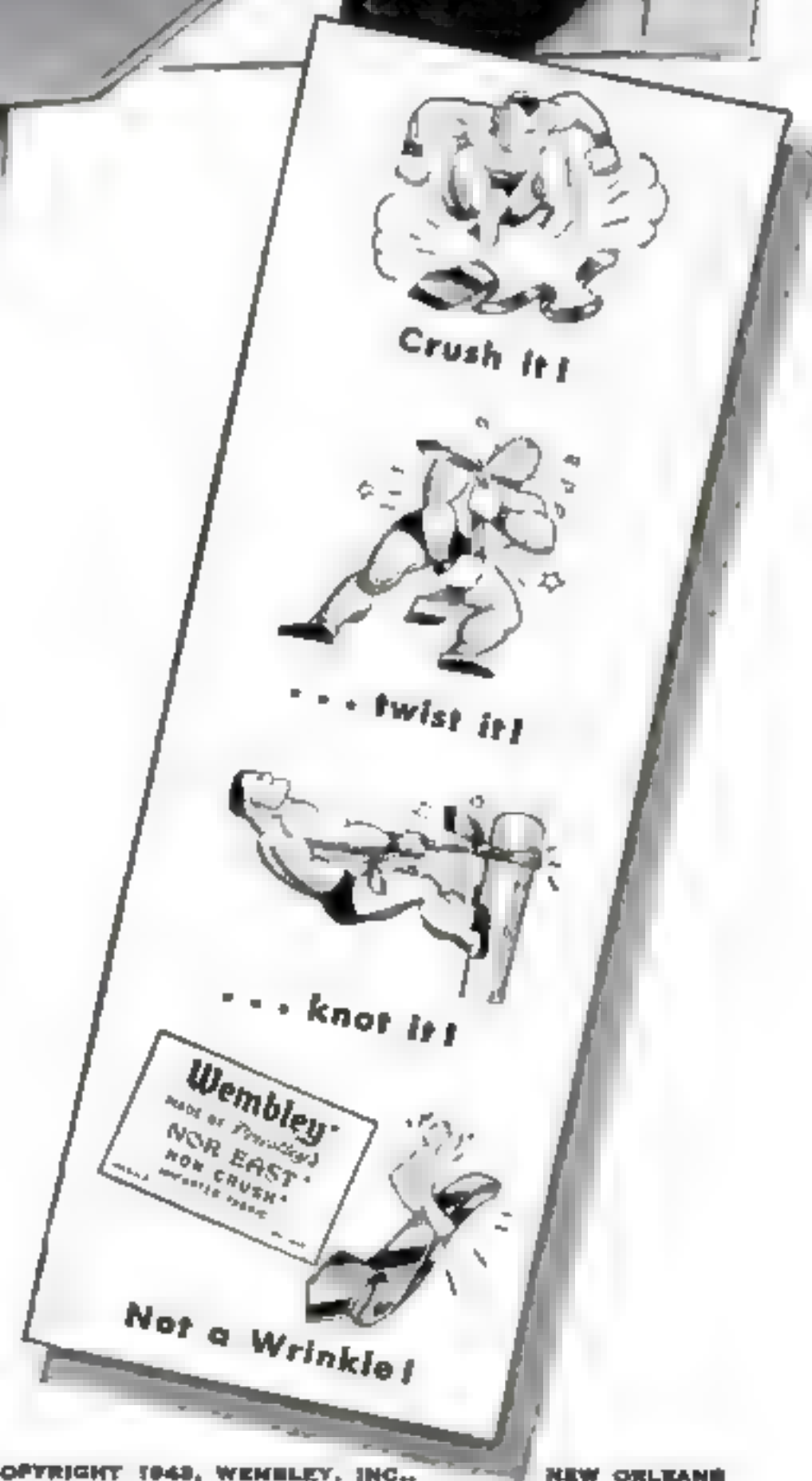
"Glad to share them with you, Bud. Wear won't worry a Wembley Nor-East tie . . . and this black's going to be my favorite Wembley color for a while. If you add to the collection, stick to Wembley—you just can't do better for a dollar! You can't buy as many as you want right now, but we'll hurry up and get the war won—and then you can. They're worth waiting for!"

BRING THE BOYS BACK SOONER—BUY WAR BONDS

# Wembley Ties

MADE OF PRIESTLEY'S NOR-EAST NON-CRUSH FABRIC

*Priced One Dollar*



COPYRIGHT 1943, WEMBLEY, INC.,

NEW ORLEANS





Girls would not be in such



a hurry to leave Brother Guppy



if he would sweeten his breath  
with LIFE SAVERS

**MORAL:** Everybody's breath offends now and then. Let Life Savers sweeten and freshen your breath—after eating, drinking, or smoking.

"Flesh and Fantasy" (continued)



A ravishing beauty in her costume and mask, Henriette was admired by a Harper, but a passer by the street, Michael Robert Cunningham.



In a cafe Henriette, becoming thoughtful of others for first time, urges the despondent Michael to have faith and not to give up his law career.



In love with Henriette, Michael asks her to take off her mask. She tries to tell him that beneath her mask of beauty she is really a very ugly girl.

CONTINUED ON PAGE 7A



**FOR**

# Post War Production

Genuine **SILEX**

## **AUTOMATIC ELECTRIC STEAM IRON**



Steam is  
ejected horizontally

\*Patented

### **\* HORIZONTAL STEAM DISTRIBUTION** *insures a protective cushion of steam over the entire ironing surface*

When peace comes, women will revel in clothes of glamorous new synthetic fabrics. But, like rayons, these new fabrics must be ironed slowly and carefully at comparatively low temperatures — unless protected by steam.

Silex has developed a remarkable iron that gives this *complete protection*. It's the only iron that spreads the steam horizontally over a wide surface instead of merely driving it through the cloth.

The Silex Automatic Electric Steam Iron is not an "inventor's dream." Nor is it an iron that was developed hastily to meet the tremendous potential postwar demand. It was in limited production before Pearl Harbor.

There are about 7,000 lucky women who obtained Silex Automatic Electric Steam Irons before production was discontinued as a result of war restrictions. Their reports to us simply "bubble" with enthusiasm and confidence.

And best of all, practically no faults have been revealed by tests in these 7,000 "home laboratories." This is best evidenced by the fact that less than 1% of the irons in use have been returned to us annually. This is an amazing record for a new electrical product.

The Silex Automatic Electric Steam Iron is an *all-purpose* iron too — it is a steam iron or a dry iron at the flip of a tiny lever.

**No Silex Automatic Electric Steam Irons will be available until after the war**

**THE SILEX COMPANY • HARTFORD 1, CONN.**

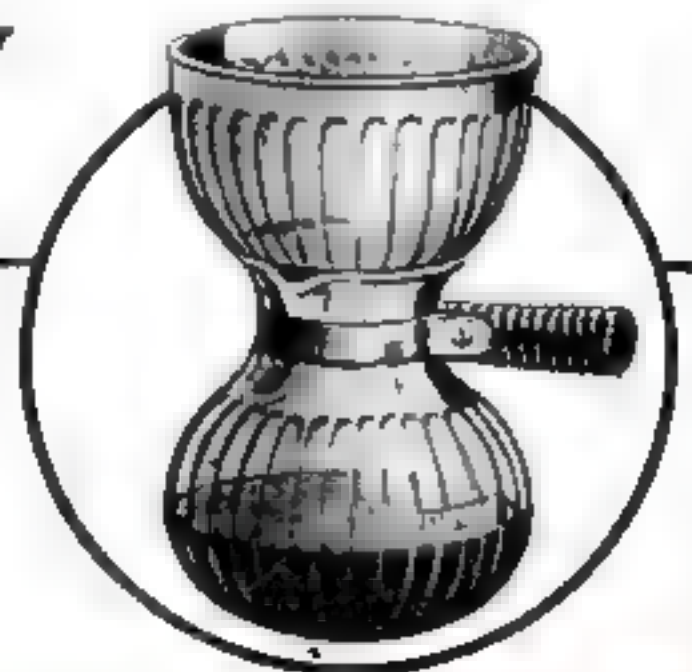
*Creators of the Glass Coffee Maker Industry*

*All-time best-seller in coffee maker history—the* **SILEX 2-Cupper**

GLASS DIP COFFEE MAKER

Coffee rationing has taught millions of women the many advantages of making coffee in small quantities. There is no waste. Coffee can be served when flavor is at its peak. No reheating for "late comers."

And remember that reheating ruins the rich flavor of any coffee. So a Silex 2-Cupper Coffee Maker will always be a "must" item in every home. Over 1,500,000 enthusiastic users. Price \$1.45 . . . Sold everywhere.







**"...AND THERE, 10,000 FEET BELOW  
...A BIG JAP SHIP!"**

"...so we opened up and let 'er have it...a 500-pounder just abaft the funnel." ► "And then what, Uncle Jim?" ► "Then, Billy, old-timer, her fighter escort swarmed in like flies around the sugar ... so we streaked it for home ... topped the palm trees and set our wheels on the runway, smooth as oil." ► Billy might be amazed to know that hydraulic devices to make bomber wheels come down for safe landings—as well as mechanisms to open the bays through which the big bombs drop—are being made, now, by the same folks who made his mother's Maytag washer.



WE AT MAYTAG are in this war up to our ears—making hydraulic equipment for combat aircraft, among other things. We know our part is just a fraction—but we hope, a vital fraction—of the total effort to bring this war to a quick, victorious end. Then we'll draw a long breath, and ... *Maytag will be making washers again!* In the meantime, let your Maytag dealer help you keep your present washer in good working order ... he has genuine Maytag parts when needed.

*Real Maytag*

**Maytag**

WASHERS IRONERS



## "Flesh and Fantasy" (continued)



Just before midnight Henriette runs back to the shop where she promised to return the mask. Michael follows her, watches from the window.



Removing Henriette's mask, Michael finds that she is even more lovely than he had thought. "Your face is as lovely as this you are."



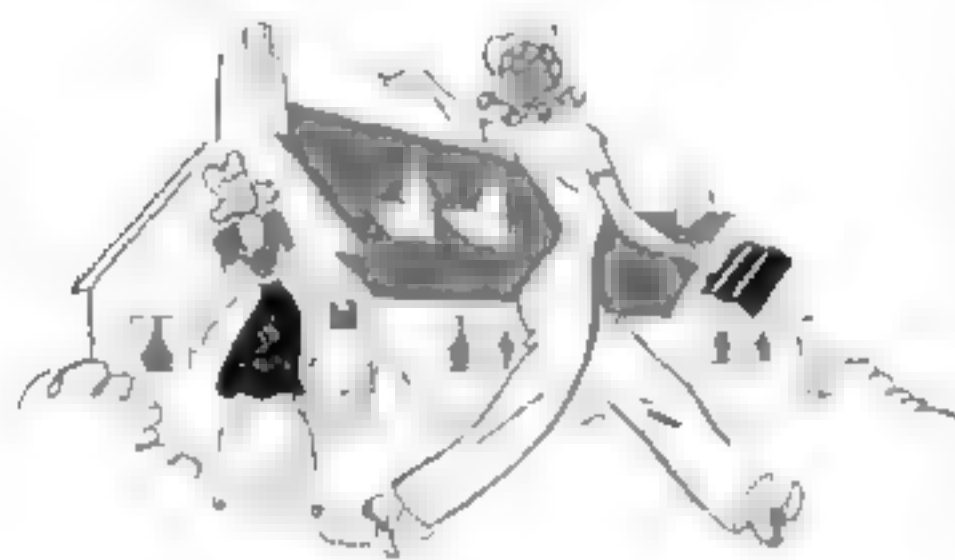
The real mask-maker appears, tells them to leave. As they do, Henriette sees mask of the old Bearded Gentleman hanging in the shop window.



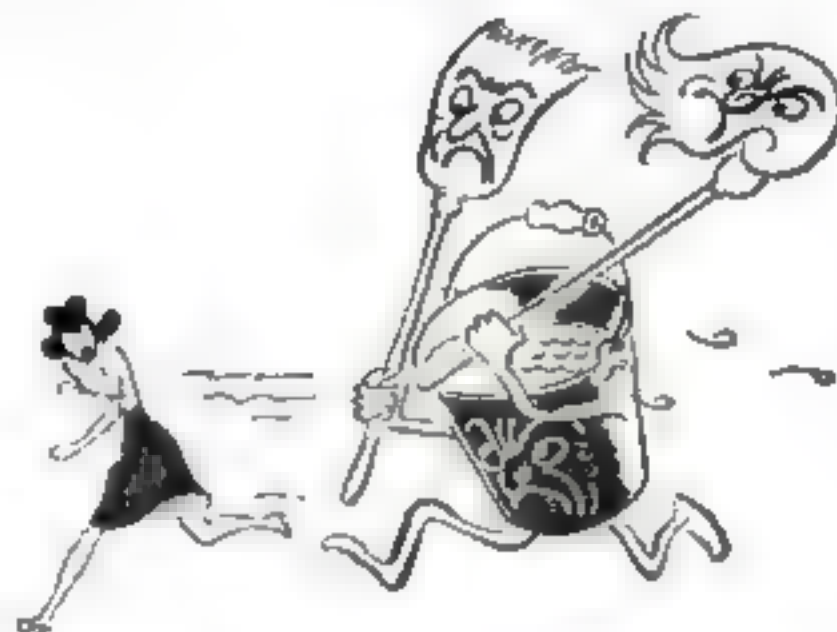


# A Ballad in Rhyme

(For Fall Cleaning Time)



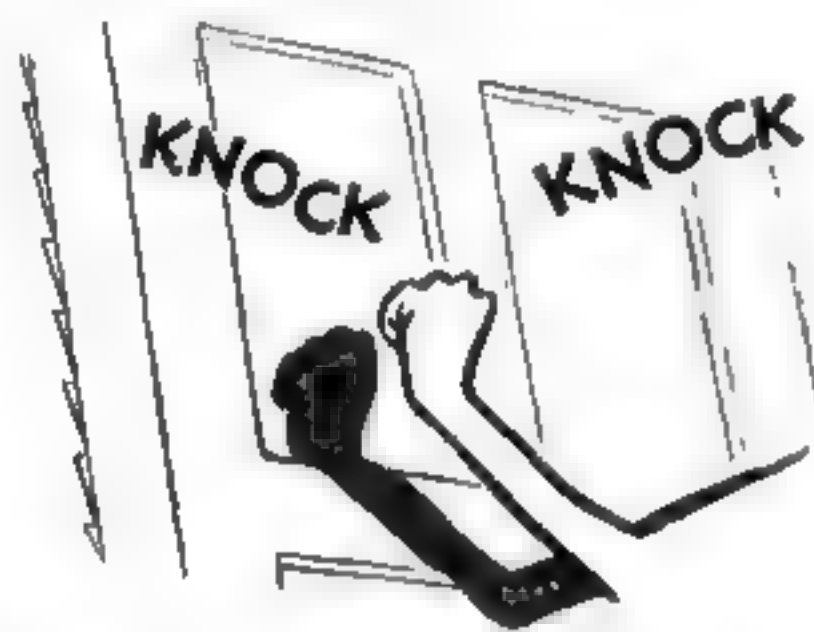
1. O, woe to the lady with mansion so large,  
Whose war-working maid has left her in charge!



2. And shed a tear, too, for the bride-of-a-week,  
With a cottage to house clean—her outlook is bleak.



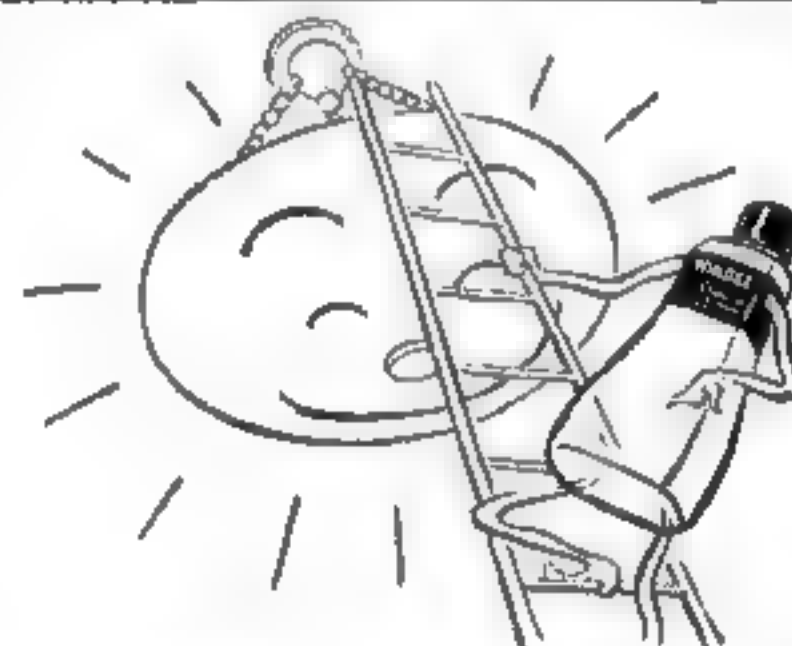
3. For both it's the heave-ho with broom, mop, and pail,  
The blistering hands and the cracked finger nail.



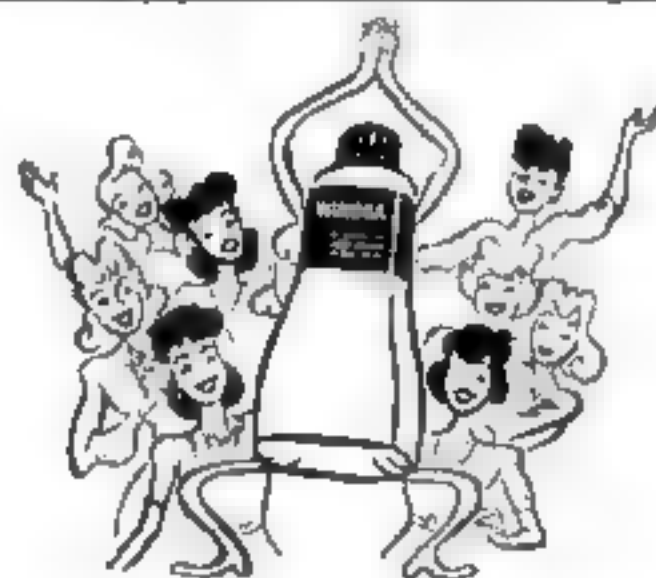
4. But stay! pretty matron or bride-of-a-week,  
There's a house-cleaning wonder of which we would speak!



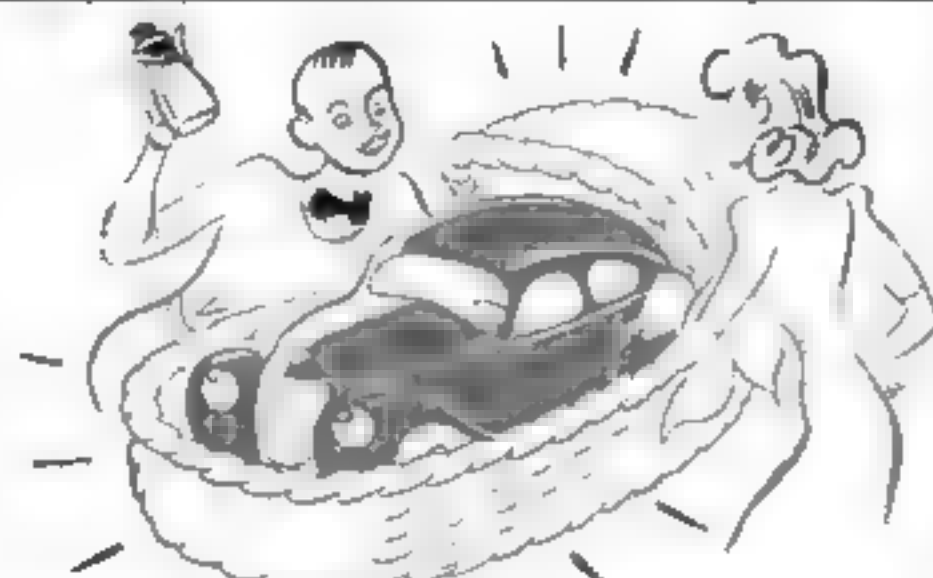
5. WINDEX it's called, and for anything glass  
It's a polishing wonder that none can surpass!



6. Whether windows or mirrors or high chandelier,  
Spray it on—wipe it off—and they're all crystal clear!



7. Just think of the time and the muscle it saves!  
No wonder that WINDEX gets all kinds of raves.



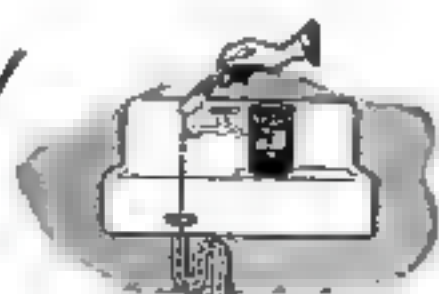
8. And if you've a much-pampered auto about,  
Give its windshield some WINDEX before you step out.



9. So whether your home is a mansion, or small,  
Be sure you have WINDEX when cleaning, this fall!  
And here's just a hint of the thriftiest way—  
Get the 20-ounce size—and get it today!

P.S. GET  
DRANO, TOO!

Opens clogged drains  
—keeps drains clean  
—sanitary!



For Fall house cleaning—get  
brighter windows easier with

# WINDEX

WINDEX is a must for house cleaning! No streaking,  
no film, when you insist on this nonflammable, oil-

free cleaner that costs but a fraction of a cent per win-  
dow pane. Don't trust cheap substitutes!



# SEA BOMBARDMENT

In the Mediterranean or Solomons

it always makes the same pattern

**B**ombardment by sea is a beautiful and a terrifying thing. The great gray cruisers and the battleships move into position, and the guns along their decks open fire, the sound of their shooting rolling like thunder toward the horizon. If the bombardment takes place at night, whether it is aimed at enemy shore positions, like Munda before it was taken from the Japs (*right*), or at enemy planes in the air, like the time German bombers attacked U. S. ships in the Gulf of Salerno (*below*), it is even more spectacular than

by day. At night the AA tracers, the flares and the hot bursts from the guns shape an unforgettable geometric pattern against the blackness of the sky.

The photographs on these pages were made by two LIFE photographers working in two different parts of the world. J. Eyerman in the Mediterranean and Bill ShROUT in the Solomons. They prove that bombardment by sea, including its looks, its tactics and its dangers, is essentially the same regardless of where it takes place or against what enemy it is used.

TRACERS, FLARES AND GUN BURSTS LIGHT UP NIGHT SKY AS GERMAN BOMBERS ATTACK ALLIED SHIPPING IN GULF OF SALERNO DURING THE INVASION OF ITALY LAST MONTH

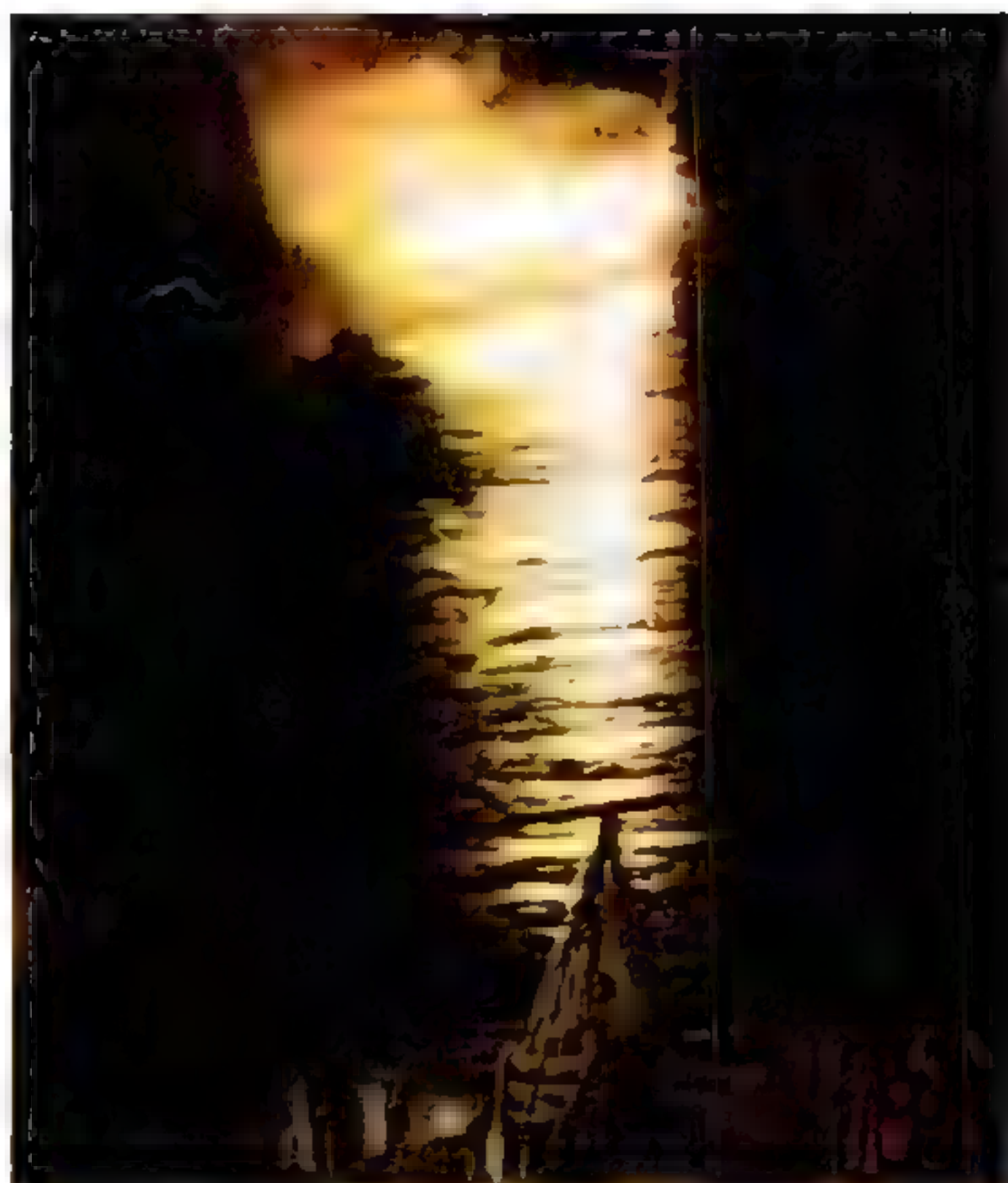




# BOMBARDMENT OF MUNDA



**Flagship's salvo** goes hurtling through the Pacific night toward Japanese positions near Munda airfield. Beyond the mouths of the guns, the night is shot through with gold, yellow and intense white light as the powder blast streams brilliantly from the turreted barrels.



**Ship is outlined by fire** as another tremendous salvo goes on its way. Notice how the light (which lasts but for an instant) stays in an area of 180°. In the foreground is the cruiser from which William Shroud took this picture. In background is wiggly bow of a poor tracer shell.



**Night blossoms** with strange and deadly beauty off New Georgia's Munda Point. Though they are grim, night bombardments from the sea, such as this, afford lovely displays of varied light. The Japs, some eight miles away on the receiving end, did not appreciate it.



**Red streak** of a projectile is caught by William Shroud's camera. Behind it the gases from explosion swirl for a split second in a hot, white cloud. Cruisers opened up with all their armament, including 8-, 6- and 5-in. batteries, to break down Japanese positions and resistance.

CONTINUED ON NEXT PAGE



War in Color (continued)

# SICILIAN INVASION



**In the dawn** of July 10, a U.S. light cruiser approaches the shore near Gela. All night it has been shelling shore positions, knocking out emplaced coast guns, smashing searchlights and firing with prearranged mathematical calculations at Axis concentrations massed far inland.



**The sky begins to lighten** and the tiered black outline of the cruiser stands out clearly in the early morning. Beyond is the blue sky and a long bank of yellow clouds hovering over Sicily, where U.S. troops are already engaged in hard fighting with Germans and Italians.



**Anti-aircraft gun crew** sends black puff of smoke against Axis bombers that have come over to try to break up the Allied ship formations. These caused some trouble for a time but their aim was poor and soon groups of fighters appeared to drive them away or shoot them down.



**Landing boats** churn the blue waters off Gela as reinforcements are rushed ashore. For a few hours it seemed that the Germans might push back U.S. troops. Then General Patton appeared on the scene, rallied his men and started the attack that drove the Axis out of Sicily.




**Shellfire** from the cruiser sends white plumes of smoke into the Sicilian sky. This particular cruiser engaged line of German tanks on the brow of a hill in background and prevented them from coming down to attack U.S. soldiers unloading and organizing on the Gela beach head.



**Allied ship is hit** during Axis bombing attack. It burned part of day and into the night as its fuel spread over the water, red flames licking on the surface of waves. These pictures were taken by LIFE Photographer J. R. Eyerman, attached to U.S. Navy during operations.




# BATTLE FOR THE BEACHHEAD



**Battle rages on the beach** near Paestum in the Gulf of Salerno. The smoke is from Allied navy snipers, U. S. machine guns, hand grenades and enemy artillery fire from the surrounding hills. Allied tanks have been landed and are being attacked by Nazi tanks hidden behind the

beach. As soon as they were put ashore the U. S. tanks destroyed some German tanks, then followed the Germans inland where they destroyed 20 more. The Germans gradually withdrew to the shelter of small gulches where they could keep the beach under artillery fire.



**In spite of enemy machine-gun fire**, shown by light musky smoke, Allied reinforcements continue to land on the beach near Paestum. LCM's are patrolling inshore and LCI is beached on right. White smoke in center is probably a phosphorescent smokescreen laid by Allies to

conceal the landings. As soon as big German guns near shore or in hills opened up, revealing their positions, the Allied Navy guns were laid right on them. Tower and house at far right in the picture above are repeated at far left in picture below, making the two one panorama.





"The U.S.O. show really must go on. And if there's one thing a singer needs, it's confidence! So I'm mighty grateful for Modess' grand invisible fit. Why, you scarcely know you're wearing it!"

¶ Modess' softspun filler actually molds itself to *your own* body lines. And where some napkins have hard tab ends, Modess has soft gauze. No tell-tale outlines, even under the smoothest gown.



"I inherited the overalls—along with the job! My brothers went off to war, so that left *me* to help run the farm. Hard work—and I love it! But thank goodness, I found out about Modess' greater *safety*—I really *need* more protection these days! And you just don't fret, once you've switched to Modess!"

¶ The triple, full-length shield at the *back* of every Modess napkin gives *full-way* protection, not just part-way, as some napkins do.

# Pin a Smile on your Lapel — Every Day!

The down-in-the-mouth girl with frazzled nerves is *out* in war-time.

The lass with the brave stride, the capable hands, and the wide, cheerful grin takes the honors now!

She may be a young thing with freckles. Or the smart mother-of-three. But you can bet she knows every secret of staying active and attractive—*every day* of the month!

You see, chances are she's a user of Modess Sanitary Napkins. For the alert, hard-working gals have a way of finding out about Modess' extra softness and safety. Read what three of them say:



"I've got three little terrors—and no help! So I've got to do laundry, cooking, scrubbing, saving! But I take it and smile—even on tough days—since I discovered that Modess' greater *softness* really means extra comfort!"

¶ Modess is made with a special softspun filler—entirely different from layer-type pads. Yet it costs no more! 3 out of 4 women voted Modess softer in a recent test—you will, too!



Smile while you Hurry! Switch to

**Modess**  
SANITARY NAPKINS

MODESS REGULAR is for the great majority of women. So highly absorbent it takes care of even above-average needs. Makes bulky, over-size napkins unnecessary. In boxes of 12 napkins or Bargain Box of 56. MODESS JUNIOR is for those who require a slightly narrower napkin. In boxes of 12.



# ALL THE MEAT YOU CAN EAT

All alone in this rationed world  
Argentines down 200 lb. per year

In Argentina, alone in all this rationed world, war has not in the least slowed down the consumption of good red meat. Argentines literally stuff themselves on sirloin and T-bone steaks, chops, cutlets, filets, saddles of lamb, roast mutton, liver, kidneys, hams and turkeys. Every man, woman and child eats in a year more than 200 pounds of meat, come war, come peace. Furthermore, Argentines continue to help themselves to vast quantities of fine butter and cheese, to huge, juicy oranges from the foot of the Andes, to sugar and cocoa from the basin of the Parana. The only shortages in Argentina are in a few abstract things like heavy machinery, rubber, radio tubes from the U. S.

The pictures on the following pages of the good life in Argentina will make American housewives weep with self-pity. Yet, ironically, they are the wages of neutrality. Britain, the U. S. and South Africa are Argentina's three best customers for what food it can spare when it staggers up from its groaning board.



RICH SCENT OF TENDER BABY BEEF RISES FROM THIS ARGENTINE'S PLATE AS HE CUTS HIS WAY INTO A 40¢ STEAK



A preliminary taste and aroma of the meat cooked over quebracho wood coals is passed out to visiting Americans in

Buenos Aires' La Cabaña restaurant, before they sit down to real thing. Notice the intent, brooding expression on the

Americans, who had believed this sort of thing had stopped happening. The price of a dinner here is high: about 75¢.



# What!... No Privacy?



*Blackie:* "Must we always be in full view, Whitey?"  
*Whitey:* "Yes, Blackie—our public expects it."

And the public gets it! Despite difficulties, BLACK & WHITE is still coming over from Scotland—in reasonable quantities. Naturally, these days occasional shortages occur. We hope you'll be patient.



## "BLACK & WHITE"

*The Scotch with Character*

BLENDED SCOTCH WHISKY • 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK, N. Y. • SOLE DISTRIBUTORS

## All the Meat (continued)



Argentine beef, sold in Buenos Aires street market, costs 11¢ a lb. for the very best cuts. Argentines consume three-quarters of their own annual output (2,100,000 tons).



Suckling pigs, whole calves and half-beefs line the streets of Buenos Aires. Bacon is only 25¢ a lb., sausages 7¢ a lb., pigs' feet 7¢ a doz. and everything is delicious.

CONTINUED ON PAGE 24



# NOT TOO LITTLE...NOR TOO LATE



Abel Grasshopper...  
trained, seasoned, effective...  
doing more and more impor-  
tant missions on many fronts.



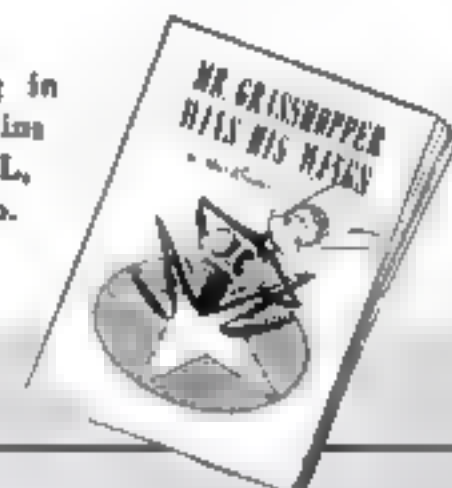
Another Aeronca First and Finest  
... First light-plane company to be  
awarded the Army and Navy "E".

Overlooked, perhaps in the headline glories  
of lightning combat planes, and majestic  
battle-wagons of the air — but the maneu-  
verable, sturdy Grasshoppers are writing  
new pages of glory with our armed forces.  
☆☆☆ Official communiques emphasize  
the invaluable job these mighty atoms are  
doing, such as slipping in with supplies to  
stranded tank crews...or advance groups cut  
off from main columns... and getting out  
again from impossible take-offs — with vital  
information. ☆☆☆ The Grasshoppers

have long established their dependability for  
instructing in artillery spotting and liaison  
training at home... and recurrent reports  
from fighting fronts make us modestly proud  
of the opportunity to emphasize again—and  
again — Aeronca — "First and Finest". ☆☆☆  
Aeronca Aircraft Corp., Middletown, Ohio.

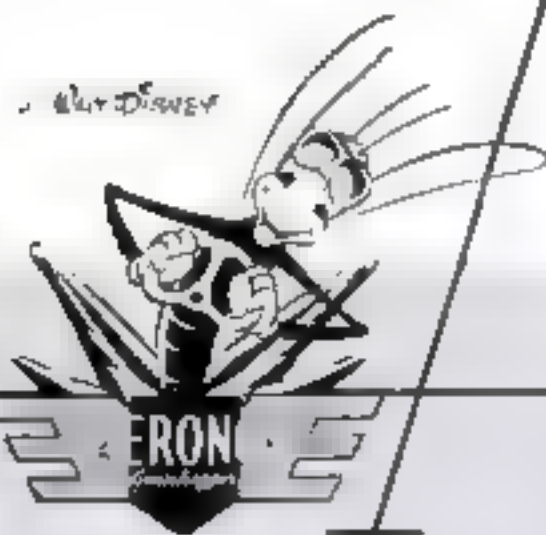
☆☆☆

A full-color book to delight the young in  
heart... Walt Disney's "Mr. Grasshopper Wins  
His Wings". Send 10¢ in stamps to Dept. L,  
Aeronca Aircraft Corp., Middletown, Ohio.



**AERONCA**  
FIRST *Grasshopper* FINEST

© 1941 Aeronca Aircraft Corp.





**TASTE**  
THE DIFFERENCE  
TONIGHT!

**FEEL**  
THE DIFFERENCE  
TOMORROW!



**"TRY THIS,"** says popular **MILTON BERLE**, star of "Ziegfeld Follies," Winter Garden



Mr. Berle always uses White Rock in the drinks he serves his guests. White Rock makes all their drinks taste better.

helps keep one feeling fit next day. It is mineral water, **SUPER-CHARGED**, with a sparkle that stays to the end of your drink.



Mr. Berle takes a glass of sparkling White Rock before going to bed and again in the morning for good health's sake. You see, White Rock is beneficial on the alkaline side.



The official natural mineral salts in White Rock combat acidity help keep you feeling fit next day.

**White Rock**  
SPARKLING MINERAL WATER  
ON THE ALKALINE SIDE

Save with the  
**BIG BOTTLE!**  
... enjoy the  
best for about 3x  
a highball



**don Q**  
PUERTO RICAN  
**RUM**





86 PROOF

Puerto Rico, home for centuries of sugar and fine rum, pays high tribute to the mellow Don Q Rum.

There's a reason for this preference. Your own pleased palate will plainly tell you why.

Product of DESTILERIA SERRALLES, Inc., Ponce, Puerto Rico, U. S. A.  
SOLE U. S. DISTRIBUTORS: Schieffelin & Co., NEW YORK CITY • IMPORTERS SINCE 1924

## All the Meat (continued)



"Biggest in the world" is Argentina's claim for its oranges and grapefruit (middle shelf) and mushrooms (on bottom shelf). Argentina produces all foods at all seasons.



Magnificent cheeses cost 12¢ a lb. for Gruyère or Roquefort or local rich, creamy Mar del Plata. Heavy-eating Argentines rate dairy products distinctly below beef.

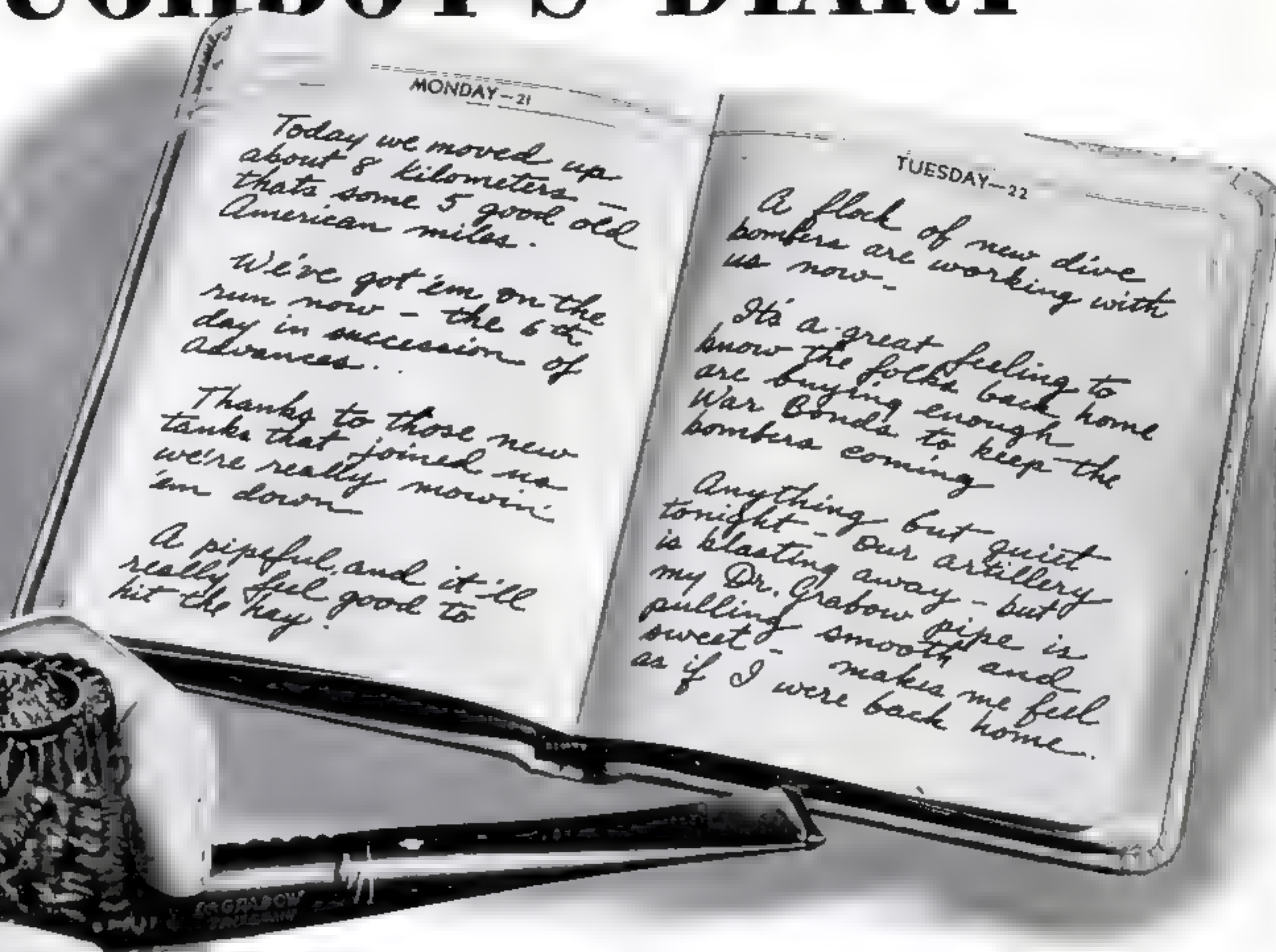


Fresh vegetables all the year round come from Argentina's different zones that run from arctic to tropical. Potatoes are 2¢ a lb. Cabbages and celery are big and tasty.

CONTINUED ON PAGE 35



# DOUGHBOY'S DIARY



Serving Everywhere On  
America's Fighting Fronts...



America's One and Only

*Pre-Smoked*  
PIPE

REG. U. S. PAT. OFF.

They may not always be in the hands of your dealer when you want them, but DR. GRABOW Pre-Smoked Pipes are still in the best of hands... the strong, eager hands of our fighting men. To far flung battle fronts... with our men, go DR. GRABOW pipes... to be pulled out when tense nerves and tired bodies need the peaceful relaxation of a pipeful. Only DR. GRABOW pipes are mechanically Pre-Smoked with fine tobacco on Linkman's exclusive pipe-smoking machine. There's no bite... no bitter taste... no breaking in with a DR. GRABOW.

Fashioned By  
M. Linkman & Co., Chicago, Ill.

DR. GRABOW Pre-Smoked DELUXE \$1.50  
DR. GRABOW Pre-Smoked SUPREME \$2.00  
DR. GRABOW Pre-Smoked TRU-GRAIN \$3.50



★ THE \$5 HOLLYCOURT PIPE (WITH PATENTED GROOVE) HAS GONE TO WAR ★





No more room on the train ?

So you're held up again ?

Want to rant and complain ?



WELL, LAUGH IT OFF WITH  
**LIPTON'S !**



Flavory, fragrant Lipton Tea is more than a well-tasting drink. It'll help smooth you down when you're jumpy and jittery — or give you a lift when you're feeling weary!

*Lipton Tea tastes so much better! People buy more of it than any other brand!*



IF VEGETABLES ARE SCARCE  
**TRY THIS FOR DINNER**

This idea from Mrs. Grace Martin, Bayside, New York, is a real lift for women worried about the shortage of canned goods. Mrs. Martin suggests, "shred lettuce with a pair of shears, add salt and pepper to taste and cook in iron skillet in hot bacon fat. The short cooking time and absence of water help retain vitamins."

**IMOGENE BRINGS MORE WARTIME HELPS**  
Tune in your favorite Mutual radio station (east of the Rockies) every Mon., Wed. and Fri. at 11:45 A.M. (E.T.) when Imogene Wolcott presents the housewives' war radio program.

*What's YOUR idea?*



**SUNSWEET PRUNE JUICE**

3 real helps from one delicious drink



Vitamins (b and g)—for growth, energy

Minerals—for vigor, resistance

Laxative effect—to sweep away poisons

Tops in quality, too, because of careful cultivation by grower-members of California Prune & Apricot Growers Assn



**MOTT'S DUAL FLAVOR JELLIES**

Dual flavor means extra good

Apple-raspberry, apple-currant, apple-orange marmalade, apple-strawberry and several other combinations. Choose your favorite for breakfast, dinner or between meals. Made by the distributors of SunsweetPrune Juice

ONE OF MANY  
**MOTT'S**  
PRODUCTS

## All the Meat (continued)



Poor man's meal (15¢) includes heavy vegetable soup, meat, potatoes, sweet potatoes, cabbage, carrots, peas, bottle of red wine and all the good bread he can cram.



Middle-class tea at 7 p.m. consists of a quick snack of a dozen sandwiches, 15 cakes and pastries, and tea with cream, all costing 25¢. The regular dinner comes at 9 p.m.



Octopus, a delicacy in Buenos Aires, is one of the very few things that most Americans probably do not envy the Argentines. This is at a medium-priced restaurant.

FOUR FIGHTS FOR FREEDOM — Save the 7 basic foods daily — to help maintain world food markets





*Lovely Susan Hayward, one of Paramount's popular stars.*

**"DON'T TAKE OFF YOUR WISHING CAP!"** says *Susan Hayward*

"Of course your war work keeps you hurrying, but try to leave a little corner of your life free for *plans*. Never stop wishing for that dreamy white house with lovely furniture — soft-colored linens and gleaming silverware.

"And every pay day, give your wishes a good start toward coming true. Put every penny you can into War Bonds. It's a sure investment for the future — and one of the 'lightest' ways you can help our boys now!"

The skilled craftsmen who used to fashion 1847 Rogers Bros. silverplate are helping our boys fight, too — by working tirelessly to keep weapons of war pouring overseas. So just now, you can't buy any of the beautiful 1847 Rogers Bros. silverplate patterns — like "First Love," shown here.

But after the war, we'll be making them again. So be ready — buy War Bonds now! International Silver Company, Meriden, Connecticut

**1847 ROGERS BROS.**

*America's Finest Silverplate ..*





# Tailored to a "T"

## Air Step

THE SHOE WITH THE MAGIC SOLE

AIR STEP SHOES ILLUSTRATED  
ARE DIRECT COLOR PHOTOGRAPHS

BY *H. Williams*



They're simple styles, as shoes in wartime should be. They're smart and tailored. But in spite of their purposefulness they keep the famous "Air Step look"—a trim lightness that is both feminine and flattering. See these tailored Air Steps at your Air Step\* store. Try the buoyant comfort of the Magic Sole—the hidden, air-filled cushion that takes up walking jolts and jars and keeps you "Fresh at Five." Or write for name of Air Step dealer near by. BROWN SHOE COMPANY, Manufacturers, St. Louis.

**\$6.50**  
BROWN SHOE COMPANY

\*Reg. U. S. Pat. Off.





AFTER BOMB HIT, GIANT METAL DRILLS AND PRESSES LIE TWISTED UNDER THE REMAINS OF THE FACTORY THAT HOUSED THEM. NOW GOVERNMENT SQUADS GET TO WORK

## BOMBING REPAIR

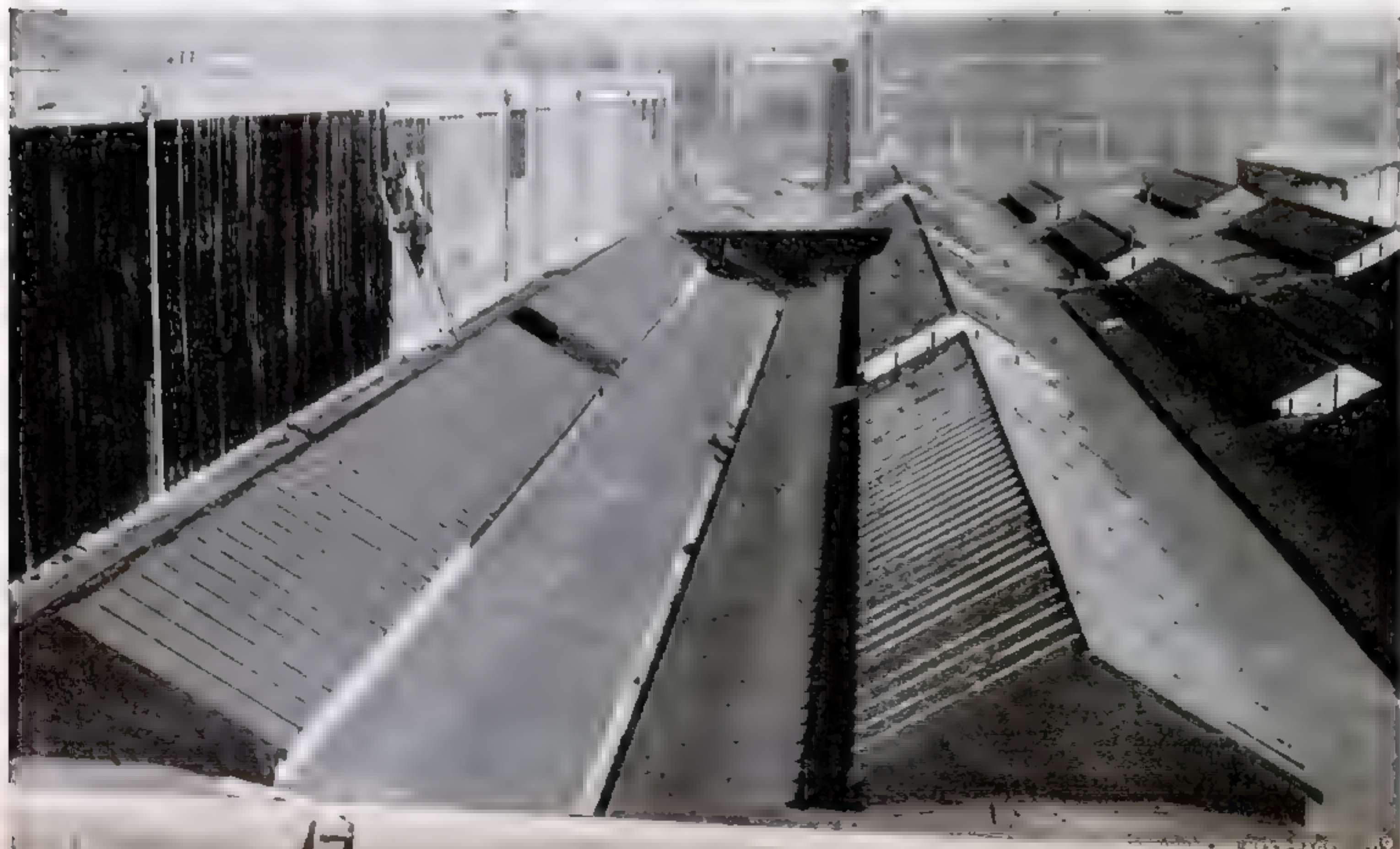
How Britain bounced back from ruin of its vital war factories

These unprecedented pictures of British recovery from bombing during the Battle of Britain were made by a photographer who aimed his camera from the same spot seven hours after the attack, then one week later and, finally, three months later. Everything on these pages is part of a huge armament company which was hit at various times by nearly every variety of Nazi bomb. Unlike the King's horses and men who could not put Humpty Dumpty together

again, England's flying repair squads had these factories running three months after they had been flattened. The metal-working shop evolved from a shambles *above* to completion *below* in three months.

The company itself could not have done this. It was done by Government squads, organized by the Ministry of Aircraft Production. Immediately after bombing they surveyed damage, rushed up steel and brick, welders and bricklayers, cranes and bulldozers,

THREE MONTHS LATER, THE BUILDING HAS RISEN AGAIN. GREAT MACHINES ARE AT WORK INSIDE PRODUCING WAR WEAPONS. NOTE SAME UNSCATHED CHIMNEY IN TWO PHOTOS





## Bombing Repair (continued)



**RAIL SIDING** Seven hours after the fire blitz (above) only the twisted girders of the siding remain beside the coal cars and heap of pig



iron in foreground. A week later (2) the siding tracks are cleaned up, work goes forward on clearing the factory floor and the coal cars have been emptied. However, the steel



**IRON FOUNDRY** Seven hours after high explosive bomb (above), workmen pile debris into the truck in foreground and get it around the cras-



ter beyond. Roofs at left and right are wrecked and the cap on the tank beyond the truck hangs askew. A week later (2) road is clear, a temporary roof is on at left but not at



**GUN ASSEMBLY** A heavy bomb made this mess of heavy machine tools (1). A week later (2) many of them had been moved for repair or



replacement, while some are repaired right on the floor and covered from the weather. Six months later (3) the factory is producing British 25-pounders again. Through windows at

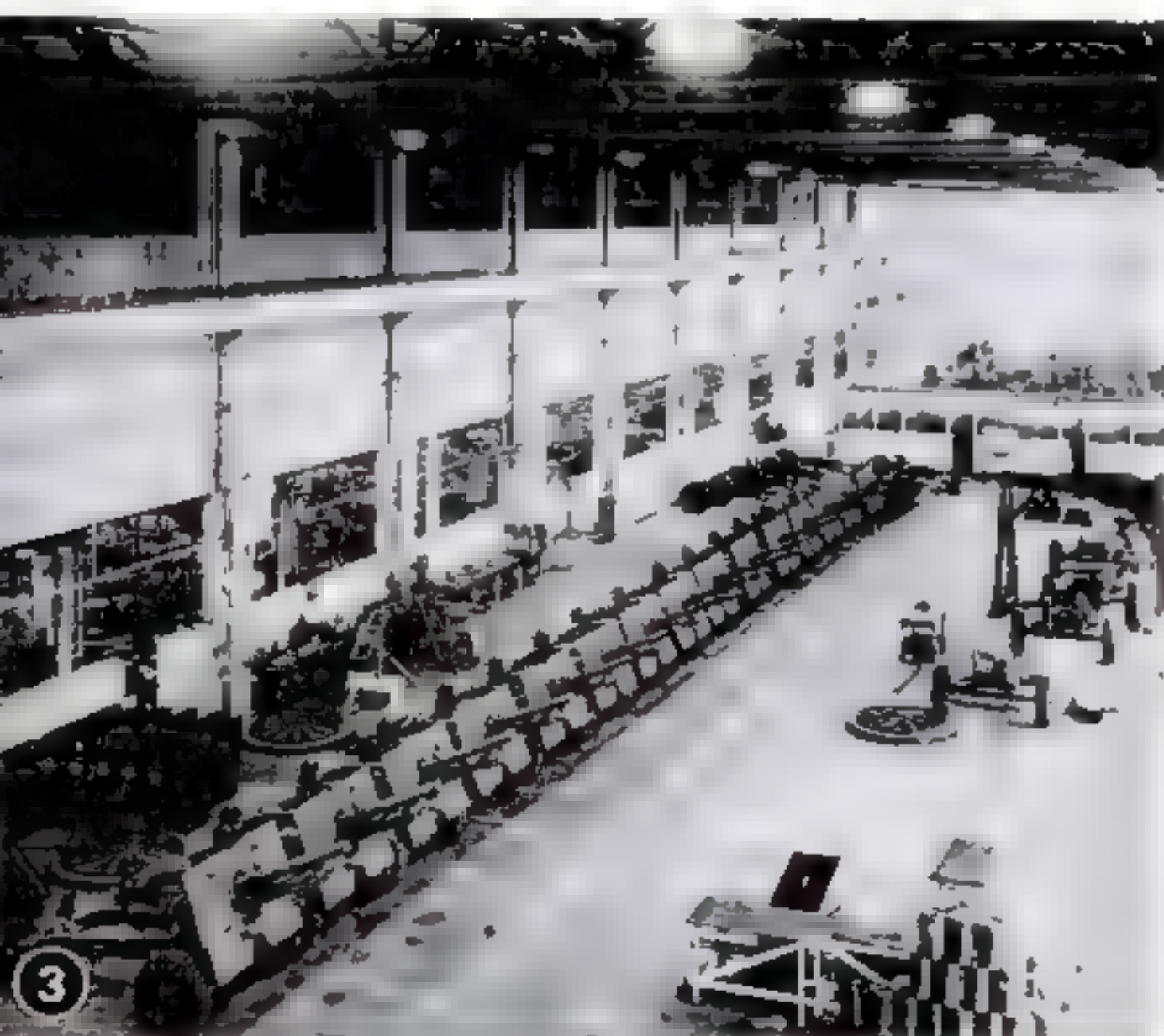




3 windows of the big building beyond still gape wide, though its roof has by now been covered. Finally, three months later (3), the scene has been completely rebuilt.



3 right, the tank cap has been removed and the crater is filled in. Three months later (3) the tank cap is on again, roofs are permanent and low shops at right are rebuilt.



3 left may be seen humming machines that replaced those thrown around in No. 1. A but on a munitions plant such as this rated as a very rare and lucky one for Nazis.

# NESCAFÉ



The Armed Forces continue to receive almost all of the Nescafé that we manufacture. Therefore, the quantity that is available each month to our civilian customers is very small, and Nescafé appears only occasionally in grocery stores.

We are glad that Nescafé is able to play an important part in satisfying and stimulating our fighting forces—yet we regret that it is necessary to disappoint our civilian consumers. We know our customers will take satisfaction in the thought that the package of Nescafé that is not available today is serving some friend or relative in the military service.

Naturally we are eagerly looking forward to the day when there will be Nescafé for all.

A Nestlé product, composed of equal parts of skillfully brewed soluble coffee and added carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavor.

SAV IT WITH WAR BONDS



NESTLÉ'S MILK PRODUCTS, INC., NEW YORK, U. S. A.



WISE OLD DOG SAYS —

THIS IS A  
WON'T-  
EAT!



Is your dog a won't-eat? Then, chances are, he's a won't-play, too. A dull sort of fellow. Maybe he isn't getting the right food . . . Swift's Pard for health and pep!

**PARD DEHYDRATED**

Pard's so popular—your dealer may sometimes be fresh out. But please your dog and always ask for Pard first.

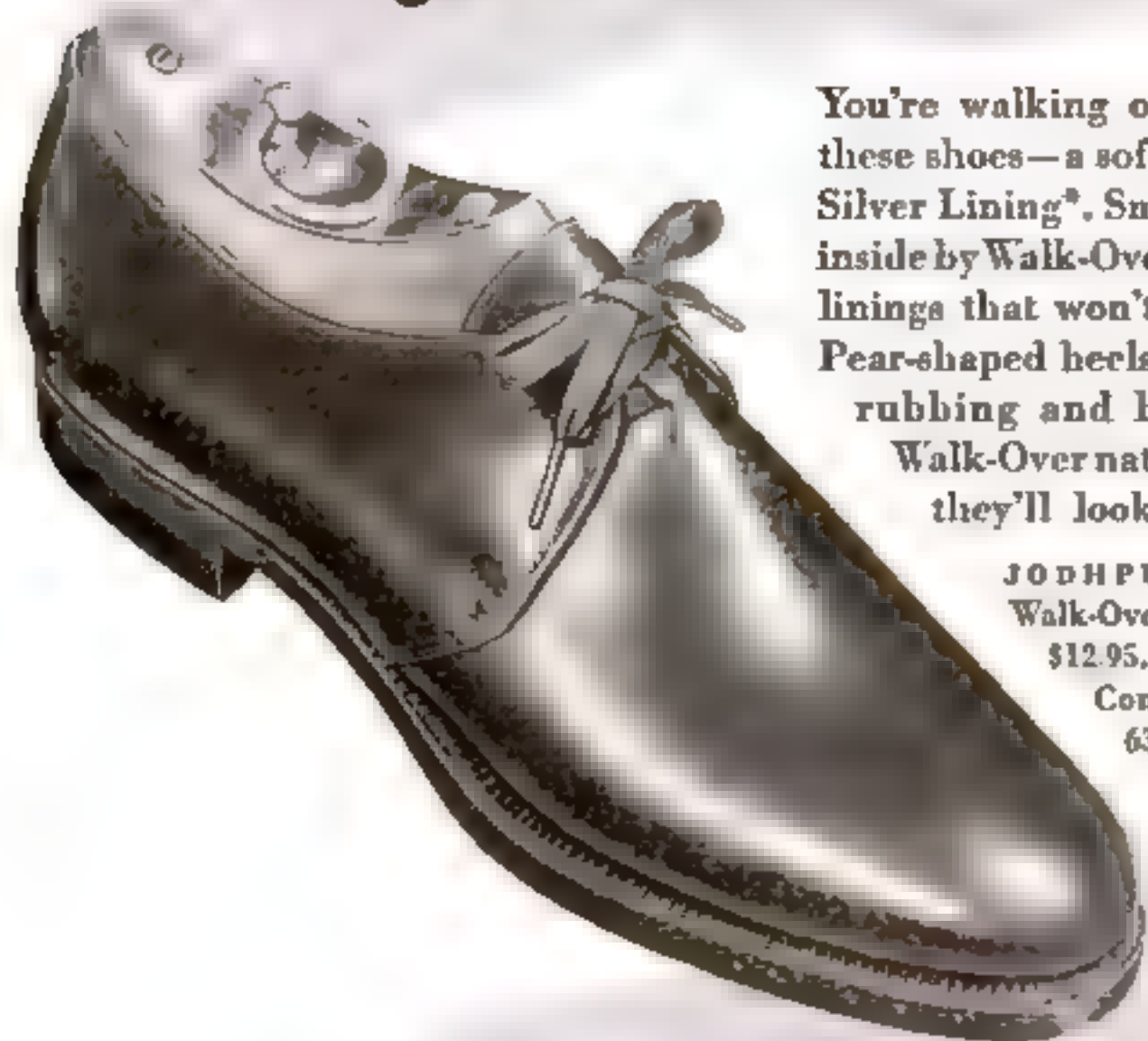


\*Your dog—the family couldn't have a better friend. Uncomplaining eager to protect devoted companion. Let's treat him well.

CONTINUED ON NEXT PAGE



# GOODBYE BLISTERS ON MY FEET!



You're walking on a cloud in these shoes—a soft cloud with a Silver Lining\*. Smooth-tailored inside by Walk-Over. Pre-shrunk linings that won't wrinkle . . . Pear-shaped heels help prevent rubbing and blisters. And Walk-Over natural-fit means they'll look new longer.

JODHPUR: Tan calf. Walk-Over prices \$8.95 to \$12.95. Geo. E. Keith Company, Brockton 63, Mass.

© WALK-OVER



## WALK-OVER

THE SHOE WITH THE SILVER LINING

**RICHARD ARLEN**

starring in  
"SUBMARINE ALERT"  
A Paramount Picture



I GO FOR THIS **WOW-**  
BEST TOMATO JUICE  
COCKTAIL I EVER  
TASTED!

Make it in a minute—  
with **FRENCH'S**  
WORCESTERSHIRE SAUCE

For this delightful, refreshing new cocktail add to a glassful of tomato juice a few grains salt, pepper, a tsp. of French's Worcestershire. Mix well—serve very cold. You'll love the zippy, zesty flavor French's gives—a flavor that's a blend of choice ingredients, aged and mellowed.

TOP-NOTCH QUALITY  
AT HALF THE PRICE



# STROP

AND GO SMOOTHLY

with ENDERS SPEED SHAVER

With an Enders Speed Shaver—you don't have to worry about blade scarcity. You can buy the new Enders Stropoutlit and make every double-thick Enders blade do the work of a dozen ordinary blades. Here is your chance to really save steel and get "new blade" smoothness every shave. Get an Enders Speed Shaver at your drugstore.

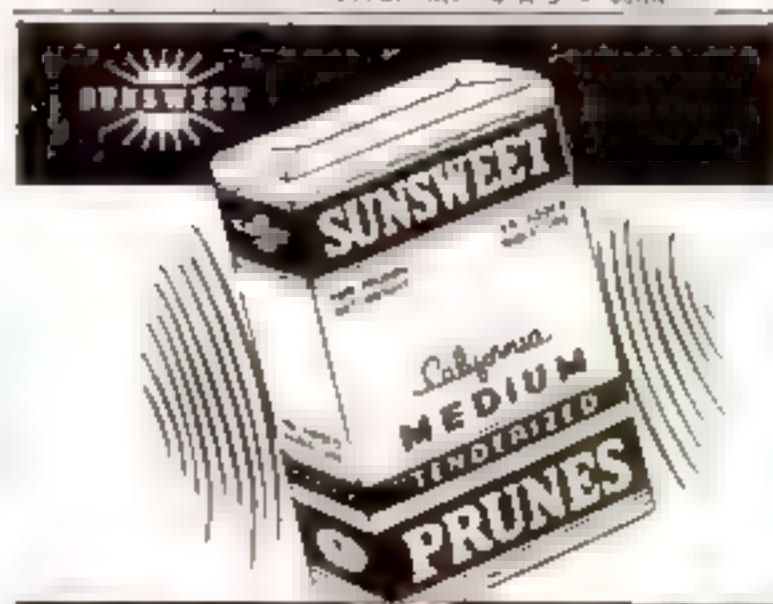
Send \$1 for Enders Special Stropoutlit—can be used only on Enders Speed Blades. No C.O.D.'s.



WORLD'S  
EASIEST  
SHAVE

## ENDERS SPEED SHAVER

anyway subject being sold. SENT BY MYSTIC COMM.



**SUNSWEET** "SUN-SWEET"  
sweetened in the sun.  
PACKED AND GUARANTEED BY THE GROWERS  
**SUNSWEET** PRUNES, APRICOTS, PEACHES  
MIXED FRUITS, AND PRUNE JUICE  
CALIFORNIA PRUNE & APRICOT GROWERS ASSN.

Bombing Repair (continued)

## PATTERN SHOP



Woodworking plant that makes wood patterns for steel armaments is destroyed by fire. Notice planer (foreground) and tumbled suction pipes that take away sawdust.



A week later, the concrete factory floor is now partly clear and the materials in far rear have been brought up by repair squad to rebuild the plant from the ground up.



In three months, the job is complete. The suction pipes are in place, machines have been replaced in foreground. Shavings indicate they have been working some time.



# **Now this little Imp's got**

The little Imp is made of *petroleum coke*.

He used to be a nuisance . . . but the "University of Petroleum," Shell's research laboratories, took him in hand—and he has sprouted wings . . . *aluminum* wings.

Almost 100% carbon—quite different from coke made from coal—petroleum coke is molded into *electrodes*. These carry the vast charge of electric current which releases aluminum, the pure metal, from the base materials which imprison it.

***And now, for our airplanes and other war machines, we must have billions of pounds of aluminum yearly.***

But for every pound of aluminum produced,  $\frac{3}{4}$  pound of petroleum coke is needed. Formerly, it had to be chipped out of the coking ovens "by hand"—a slow job which tied up the refining unit and took manpower.

Then, well before Pearl Harbor, Shell scientists and engineers first developed "hydraulic de-coking"—a new, quick, mechanical method of recovering petroleum coke in its purest form.

With the aid of Shell's method, the production of petroleum coke is now astronomical. "Shock troops" in the production battle, petroleum coke electrodes are carrying enough electric current . . . every 24 hours . . . to supply a city of 80,000 for a year.

\* \* \*

Practically every advance of Shell Research now goes direct to the war factories or fronts: *100-octane* aviation gasoline, first produced in commercial quantities by Shell; *Butadiene*, for synthetic rubber, first regularly supplied in quantity to our rubber manufacturers by Shell; nitration grade *Toluene* for TNT—Shell was first to get it from petroleum.

Are you short of aluminum pots and pans? Tomorrow these and hundreds of other wanted products . . . more abundant and lower in cost because of Shell research accomplishments . . . will be at your service.



## **Shell Research:**

*Sword of Today*

*Plowshare of Tomorrow*

# WINGS







YOU have the winning answer when your gift's an Eversharp because it's the set everybody wants and—there's a size, style, and color for everyone . . . from solid gold to modern plastics.

All Eversharps are beautifully streamlined—famed for smooth-writing. Deep-pocket over-the-top clips meet military regulations. Magic Feed prevents ink leaking—high in a plane—so, at ground level too. Click the Magic Button of the Eversharp Repeater Pencil with your thumb—and it feeds new points like a machine gun.

See these Eversharp sets—now—at your dealer's. Priced from \$125 to \$8.75. Pens from \$75 to \$5. Repeater Pencils, \$50 to \$2.

TUNE IN "TAKE IT OR LEAVE IT" WITH PHIL BAKER—CBS SUNDAY NIGHTS  
BUY, BUY . . . BUY BONDS!

### EVERSHARP Presentation Set

Caps are 14-karat gold over Sterling Silver. Plastic barrels in Du Pont Red, Army Brown, Navy Blue, Jet Black, Marine Green. Deep-pocket military clips. SET \$14.75. PEN \$9.75. REPEATER PENCIL \$5.

Service on ALL Eversharp Pens and Repeater Pencils guaranteed by the double check mark on the cap. Guaranteed not for Years — not for Life — but

**GUARANTEED  
FOREVER**

subject only to 35c charge for postage, insurance, handling and duties, despite condition, are returned.

Give **EVERSHARP**—and you give the finest!

© by Eversharp, Inc. Chicago





UNDERNEATH HIGH MOUNT ABRAM LIES THE SMALL AND LOVELY OURAY VALLEY WHICH IS PROBABLY THE PRETTIEST SPOT IN ALL OF COLORADO

# COLORADO

## IT STANDS ALOOF AMID ITS MOUNTAIN BEAUTIES

Colorado is a beautiful state. It has mountains of immense grandeur, valleys of quiet loveliness, canyons with walls of many colors and high plains of purpling sage. Like a very beautiful lady, poised and confident, Colorado often seems aloof. It is interested in what goes on in the world but mostly in a detached way. Colorado's geography breeds this sense of self-sufficiency. Half a continent lies on its east while strong mountains wall it in on the west. And Colorado's economy—farming, mining, ranching—encourages a feeling of lonely in-

dependence which pervades both political parties.

Currently Republican, Colorado is in a delicately balanced political position. Its leading Democrat is no New Dealer. Its Republican governor is no great shakes compared to up-and-coming Republican governors elsewhere. Whichever way it turns, Colorado exercises a quiet but firm influence on the other Mountain States. Now Colorado is getting ready to welcome the world. It has begun to insist that Denver should be a main hub for the world-girdling airways that will come after the war.



## COLORADO



**THE CANYON** of the swift Gunterson River is a sheer and successful gorge, yet its waters still are useful to Colorado. Carried through

six-mile canal, the water irrigates farms and orchards. The Gunterson's Black Canyon is a half-mile deep and its rugged walls have many colors—white, red, gray, pink, blue, black,

**THE ORCHARDS** in Delta County live only by virtue of the water brought from a fork of the Gunterson River (see top). The

tight rows of peach trees here is an important crop, and light-colored granite cliffs are low the irrigation ditches (see left). Above the ditches, the hillside is little patches



**THE VALLEY** where water is plentiful is green and good for raising crops. This is the upper Colorado River where the water comes from Gunterson

go south to the city. The hills on the far side of the valley are high for the flat southeastern corner of the state. These are the hills that lead toward the westward way south to the city.







wood Springs, twisting fast through mountains. The scolor on, and-a-half-high Lookout Mountain is one of many servicemen who convalesce in Colorado's beautiful climate



**THE MESA** country in the western edge of the state is scrubby and arid except where water is ditched into the fields. Here some tourists

(upper right) look down from Colorado National Monument on the wide valley and the Colorado flowing toward Boulder Dam. At left are two mesas, flat-topped and sage-covered.

**THE CAPITAL** is Denver, which is laid out on a dry plain at the foot of the mountains, a spot that had little to recommend it as

a city site. But the people piped water from the other side of the Continental Divide and now the capital houses a third (400,000) of the state's population. War industries and Army

camps have jumped Denver's population 20% since 1930. Here the city is seen from the state capitol, just an even mile above sea level. Large building at left is the Civic Center.







**SENATOR** Democrat Edwin C. Johnson (second from left), state's senior U.S. Senator, talks fish size with constituents. An isolationist anti-New Dealer, Ed Johnson is an erratic politician—sometimes statesmanlike, sometimes curiously narrow-viewed.



**EDITORS** Most influential newspapermen in the State of Colorado are Larry Martin, Alvah J. Dix and James Hale. They run the rampaging, rattle-rousing, successful Denver Post whose circulation and isolationist views blanket the whole region.



**MINERS** Up to the time the war industries moved in, miners were the biggest industrialist working class in the state whose mines produce silver, gold, copper, lead, zinc and molybdenum. This trio works for the Mountain King Mine located near Ouray.



**FARMERS** Most of Colorado's farming area is in the flat and windy eastern section of the state where the Great Plains rise out of Kansas. Here dry farming usually prevails but near rivers irrigation is used, as it is on these sugar-beet fields.





## MINE TOWN

In 1860, Leadville was a gold boom town but in 1862 the gold petered out. In 1875, prospectors struck silver and Leadville embarked on a wild, frantic, extravagant period as one of the gaudiest mine towns

in the whole West. But in 1893, the silver boom burst. In the 1890's, gold came back but is no longer important. Today, Leadville is once again booming. This time it is molybdenum, mined at nearby Climax.



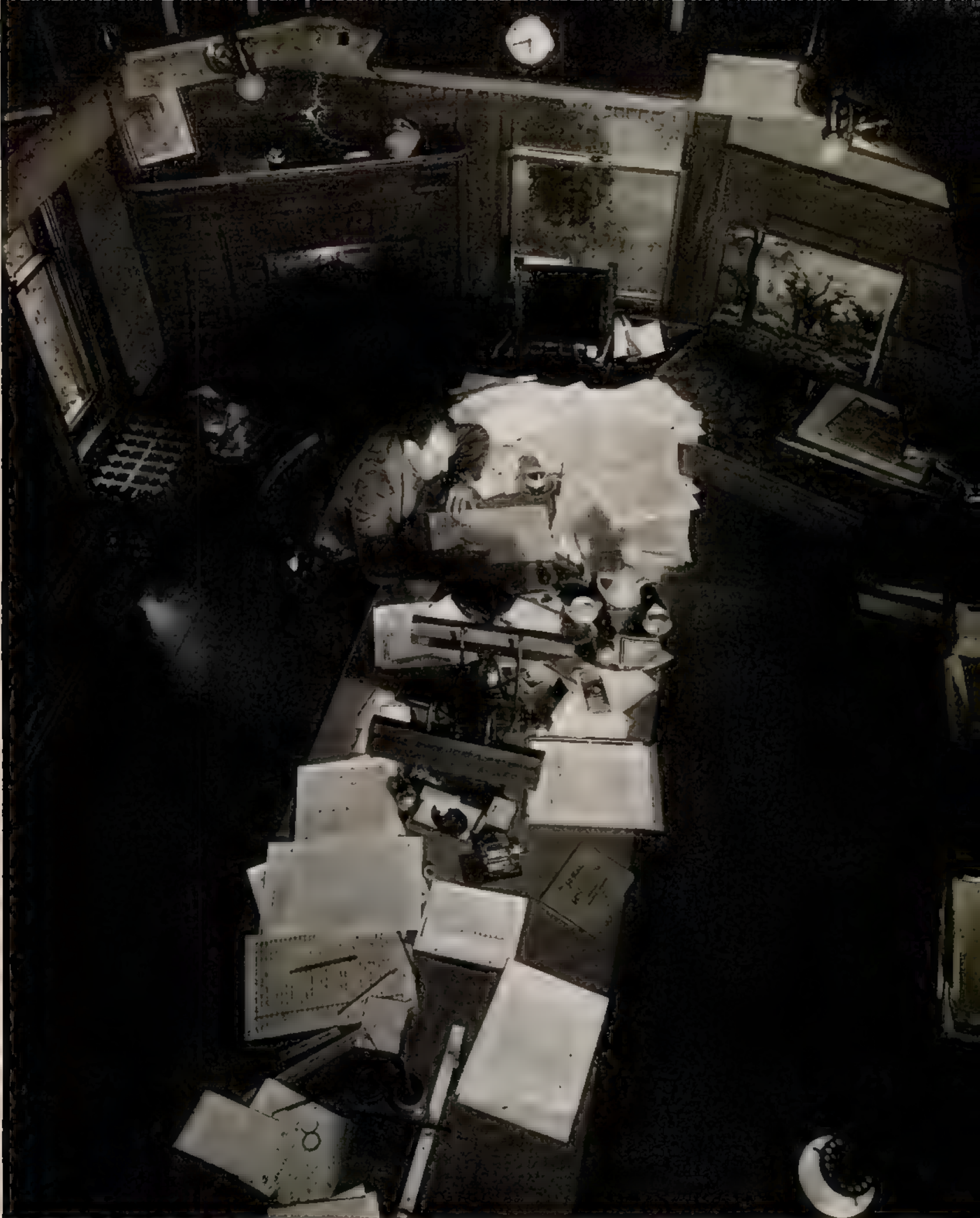


## DUDE RANCHERS

Out-staters come to Colorado for their fun and this year the dude ranches, like Drow & Water Ranch above, had a sellout summer. Short of wranglers, the ranchers—whose business fol-

lows farming and mining in importance to Colorado—made customers help with haying and chores. Guests loved the feeling of having a vacation and doing war work at same time.





# COMPOSER

Out-staters, notably artists, also come to Colorado to work. Here Roy Harris, who is about the most important American symphonic composer, works on his new Lincoln Symphony in house at Colorado Springs

which Colorado College patrons helped him to buy Patronizing the arts has been a tradition in Colorado ever since spendthrift miners imported world-famous actresses and singers to their mine-town opera houses.





## CLIFF HOUSES

About 700 years ago, as counted by the tree rings, the peaceful, skillful Indians who lived on the cliffsides disappeared. Fifty-five years ago, the wonderful dwellings they had built into the

cliffs on the sides of the mesas were rediscovered. Today Archaeologist Jesse Nusbaum (right), the head of the Mesa Verde National Park, exhumes and restores the cliff dwellers' civilization.





TRACK  
FROM  
THE THOMAS COAL MINE

## BIG FOOT

About 80,000,000 years ago, a Colorado dinosaur with big feet walked across a piece of mucky ground. A few years ago, some miners in the Thomas Coal Mine near Grand Junction chopped out its fossilized

footprint. Colorado was once a great place for dinosaurs, whose souvenirs are scattered all over the state. The chick above was put in the fossil just to show how big the foot was—three feet in diameter.



# BUSINESS IN BRITAIN

Its industrial leaders, driving on the left side of the economic road, worry about postwar collisions with the U.S.

by WILLIAM BENTON

America is a young country with faith in the individual and in his ability to contribute to the common good through the fruits of his enterprise. England, whose pattern of economic life was hardening when many of our great cities were prairie villages, has lost faith in the power of the individual Englishman to build an economy of abundance. England today is not so much interested in opportunity for the individual and in abundance on a high level as it is in security, even on a low one.

Eric Johnston and I reaffirmed this after we had been in England for three weeks. We had talked with British businessmen, argued with them and visited their factories. We had met high British officials. We had talked with labor leaders. But it was Lloyd George, Britain's Prime Minister in World War I, who really summarized what we both thought.

"You Americans," he said, "can look around you and see on all sides what individual enterprise has contributed to your economy and you will want more of it, not less, after this war."

For a minute he studied the ripening fields of his farm in Surrey. Then he threw back his great head of white hair and his eyes flamed. "Many of you Americans make a mistake when you come to England in thinking that there is any basic difference between our Conservative Party and our Labor Party," he emphasized. "Both parties look forward to a rapidly expanding role for the State in the economy. The Conservatives are reconciled to it and think they can control it. Labor is pledged to it. Only the Liberal Party has stood against it."

He looked off into the distance and he said, judiciously, impartially, as if he were not speaking of himself, "As I look back on it, I think I made a mistake after the last war. We Liberals mistrusted centralized state planning and state control. We resisted it. If I had it to do over again I'm not sure I'd resist what seems now to be an irresistible trend here in England. But you Americans will resist. Good for you."

He continued: "You in America and we in England may think we share the same basic social and political objectives. I'm not sure we do. Each country will have to go about working toward its economic objectives in its own way. You will have to work them out your way, we in ours, and our way cannot and will not be your way, nor your way ours."

What Lloyd George said about the role of the state was what our argument in England was about. Our short visit to England was essentially one long economic argument, an extremely productive and friendly argument,

but one that found us every day for 18 days trading opinions with British leaders on the business and government policies of our two countries after the war.

Each day was full. We were seldom out of sight and never out of mind. We were met at the airfield by Lord and Lady Riverdale, who presented us with a formally printed program 20 pages long—one page for each day of the proposed visit—that opened our eyes to what we were in for. The cover read: "Mr. Eric A. Johnston, England, August 1943." Each page was packed with engagements. Lunches for the first three days, for instance, were announced thus: "Lunch, Sir Harry Brand, President, British Employers' Confederation; lunch Mr. Montagu Norman, Governor of the Bank of England; lunch Sir George Nelson, President, Federation of British Industries." Except for weekends, which had a touch of traditional English leisure, we lunched every day on a prearranged schedule with hand-picked business and governmental groups. We dined every evening, with two or three exceptions, in the same way. British hospitality outdid even itself in a sequence of teas, of meetings with government ministers, of visits to Manchester and Liverpool, and even of initiation into some of the problems of military strategy and tactics. But most of the time we talked shop.

## Control vs. Opportunity

One of our first luncheons was at the Savoy, the expensive London commercial hotel of the maharajahs and the magnates. The room was a large private dining room, the furnishings rich without being ornate, the atmosphere quiet and dignified. Our hosts seemed to fit naturally into it. Their bearing was solid and secure, their voices quiet and assured. Seated next to me was Lord McGowan, a gray-haired gentleman in his 60's, self-made and self-reliant, with great reserves of restrained vitality. Lord McGowan is chairman of one of the most powerful companies in the world, Imperial Chemical Industries, Ltd. He has made many visits to the U. S. He sits on the board of General Motors.

After Eric Johnston's eloquent talk, Lord McGowan spoke directly to the point which interested him most. He asked a single question: "I see no hope for collaboration between British and American business unless the U. S. repeals its Sherman Anti-Trust Act. Can we in England look forward to that?"



ERIC JOHNSTON, U. S. Chamber of Commerce president, Mr. Benton's companion, told British industrialists: "If you run to the government, the government will run you."



LORD WOOLTON, important British merchant and financier until he became Minister of Food, thinks high standard of living comes from free competition in a free market



LORD MCGOWAN, chairman of Imperial Chemical Industries, Ltd., sees no hope for collaboration between British and U. S. business without repeal of Sherman Anti-Trust Act.



Eric Johnston said he saw little chance of that. I said I did not think that there was a major issue between our Republican and Democratic parties on the question of repeal of the Sherman Anti-Trust Act. I allowed that I thought that the charges advanced by the Department of Justice, particularly since war broke out, made it more likely that the Sherman Act would be strengthened. One agitated businessman came up to me afterward to explain that he was a licensee of an American company which had just notified him that its officers had been indicted under the Sherman Act and that his license must be canceled. He was confused, baffled, perplexed—amazed at what seemed to him highly irregular practice.

For England has never had antitrust legislation such as ours. Many Englishmen cannot comprehend ours. They do not realize that the American people are against monopoly not only because they fear concentrated power in private hands, but because they instinctively believe that such private power would be ultimately superseded by government power. Our antitrust laws are aimed at the preservation of individual rights and the fostering of free enterprise.

Lord McGowan argued for the cartels with great dignity and persuasiveness. "Unrestricted competition," he pointed out, "is no longer a method which generally commends itself: the alternative road is by cooperation and agreement." He advocated regulated production and prices, claiming that "internecine competition and eventual chaos are the fruits of a system of unrestricted competition." His support of the cartels is entirely open. He has recently proposed in the House of Lords that all private international trade agreements should be registered with the government. To be sure, this would be a step forward—in the U. S. as well as in Britain. I claimed it wasn't a big enough step: it won't stop the fixing of prices, the dividing of markets and the restriction of production that monopolists often use for their own benefit at the expense of the public. Registration tends to make cartels official; it merely serves the purpose of getting them out in the open.

Most of the businessmen we met not only approved of monopoly as a

## THE AUTHOR



Britons and Americans have talked war problems together; they have talked production and shipping, high politics and high strategy. They have talked some about postwar relations. But few of them have talked about business—the ordinary, every day business on which the future of the two countries is going to have to depend. Eric Johnston's and William Benton's visit to Britain, therefore, has unusual significance. As men representing

American business they were invited to England—by Britain's U. S. Ambassador, Lord Halifax—for the sole purpose of talking over postwar business problems with British businessmen. The visit was the first of its kind.

Mr. Johnston, who was the semiofficial guest of the British Government, is an alert Spokane business leader, now president of the U. S. Chamber of Commerce. Mr. Benton, who accompanied Mr. Johnston, is the chairman of the board of Encyclopaedia Britannica and vice president of the University of Chicago. He also has active New York business interests. The two have worked together on the Committee for Economic Development, of which Mr. Benton is vice chairman. C. E. D. is a group of businessmen who are studying ways of keeping up employment and production after the war. In the following article, written at the request of the Editors of LIFE, Mr. Benton summarizes some impressions of his and Mr. Johnston's trip and draws attention to vital problems affecting British and American relations.

business device, but of government as a business partner. Many of them seem to have given up hope, if they ever consciously had any, of national reliance on the initiative of the individual citizen. They look to the state to control competition and thus provide security. One prominent business organization has even suggested that membership in trade associations be made compulsory so that business practices can be better controlled. This suggestion reminds us in America of our NRA. Actually, the British trade associations today are scarcely private affairs, for they are so involved with the government that they are really semi-governmental institutions.

The Cotton Board is one of the trade associations. The Manchester Manufacturers had a bill passed through Parliament to force all cotton textile manufacturers to contribute to it. This procedure seemed normal to British businessmen. It seems to us in America as unusual as would an act of Congress sponsored by the press requiring every newspaper to pay dues to the American Newspaper Publishers Association. Eric Johnston said: "If you run to the government the government will run you." That is just what our American businessmen fear. Some British businessmen say that they fear it too, but as a group they do not act as if they fear it. They do not heed the warning of Lloyd George: "All politicians are

mysterious, but in the final struggle for ultimate power all politicians are malignant."

British businessmen use the government to remove the loss from the profit-and-loss system. It seems normal in England for the government to step in—with government money and government-appointed directors—to prevent the bankruptcy of substantial employers of labor. At a formal dinner one evening Eric Johnston expressed surprise when he heard of stockholders thus salvaged.

"Now, Mr. Johnston," one of our British friends argued, "in your country you know perfectly well that your government wouldn't permit General Motors to go bankrupt."

"In peacetime?" replied Johnston. "We certainly would!" The entire

CONTINUED ON NEXT PAGE



**COLONEL BUCKLEY**, chairman of Liverpool Gas Co., holds typical British view that security of income is more desirable than the uncertain rewards of venture capitalism.



**CAPTAIN OLIVER LYTTELTON**, British Minister of Production, hopes postwar U. S. will permit the free entry of many imports so debtor nations such as Britain can pay debts.



**HAROLD LASKI**, influential political scientist, calls British Labor Party's platform too conservative though it plans postwar nationalization of land, banks, railroads and mines.





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## BUSINESS IN BRITAIN (continued)

table looked incredulous. Johnston was taken aback. He turned to me for confirmation. On my return from England, sitting next to Jesse Jones at lunch in Washington, I turned to him. "And why not?" asked our Secretary of Commerce.

Not only is government assistance approved but government ownership, in certain industries, is tolerated and even solicited. A key British business leader, now operating a vital part of the wartime economy, told us, almost as a matter of course, that he didn't expect the railroads to revert after the war to private ownership and operation. An architect, now an Army officer, who showed us London air-raid defenses, remarked casually, "The state will have to nationalize the land to modernize the rebuilding of London."

The tendency is to turn to the government when the going gets hard, and in new hazardous areas of economic activity—broadcasting and aviation, for instance—to expect the state to take the risks once assumed by individual operators. Aviation occupies British thought even more than ours. There is an almost nightly drone of bombers overhead, and the people on the street smile and say: "Hear that? we're giving it back to them!" Everyone talks aviation, and its civil aspects after the war came up at almost every luncheon and dinner. But only one man we met challenged openly and aggressively the generally anticipated policy of government ownership and operation. The risk-taking spirit of private venture in new fields appears moribund in England today.

The same men, however, who approve government ownership in new fields would not put up with it in older ones—if the older ones are profitable. Sir Sidney Jones, one of the senior partners in the great company which operates the Blue Funnel Line, explained to us that the shipping business must naturally remain in private hands because it operates all over the world, because its problems are too varied for government ownership, because foreign exchange must be manipulated, because world competition must be met. These arguments seem even more valid to us in aviation. But shipping is a great traditional British business and British businessmen assume that private interests will be respected.

British labor leaders anticipate more and more government ownership, and in the meantime, they are not opposed to monopoly business. In fact, they join up with business leaders to entrench monopoly practices. Many of them state frankly that when the time comes to nationalize industry, it will be easier for the government to take over big business. Meanwhile, they favor rigid control over big concentrated units. Professor Harold Laski, member of the Executive Committee of the British Labor Party, told us that the party platform calls for the immediate nationalization of the land, the banks, the railroads, and the mines. He spoke of this take-over as "the first bite of the cherry" explaining that he, a self-styled left-wing socialist, favors immediate nationalization of about two-thirds of the economy, while right-wing labor leaders prefer a first bite of only about one-third. Bevin, Citrine and other labor leaders say much the same thing, except that they emphasize slow rather than sudden change.

Many British businessmen are confident, nonetheless, that nationalization of the banks, the land and the mines is far off. "Wait and see," one of them said. "Wait until labor has to take the responsibility; the boys' bark is worse than their bite. They had the responsibility once and what did they do with it? We have handled labor before and we will again. Labor won't try to live up to its program."

### "The Four Decencies"

They may be right. They may be able to keep their hands on the controls. But it is significant that the two major parties are now going fast in the same direction. Meanwhile most British workers claim they would just as soon work for the government as for private industry. Labor leaders say the workers want security and one of them, George Gibson of Manchester, head of the Mental Hospital and Institutional Workers' Union, described labor's goals to us as "the four decencies": decent wage, decent house, decent education and decent security.

Our American workers want the four decencies, too, and expect to get them, but they want more than just decencies. They want a better chance—for their sons, if they can't make the grade themselves—than merely a level of decent living. They want the four decencies and opportunity, too—opportunity to go as far and as fast as their talents permit.

The *London Economist* some years ago ran an editorial suggesting

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IN DEFENSE OF HEALTH...

Make KITCHEN,  
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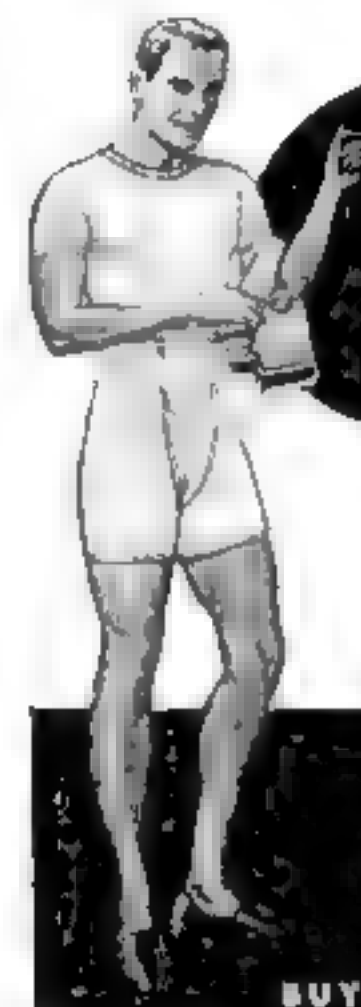
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You may be surprised to know that coal develops more power—pulls more trains—warms more homes—turns more wheels—generates more light than any other fuel, and does it at lower cost.

But the men who own and operate the mines are keenly aware of these facts—and of the responsibilities that go with them.

That is why, during the lean years of the thirties, they dug down in their pockets to

launch a modernization program. Thanks to that job, *more coal was produced in 1942 than ever before in history*, despite the loss of some 70,000 trained workers to the armed forces and other war plants.

*And again in the first 7 months of 1943, America's bituminous coal industry managed to beat all previous records for a like period.*

Make no mistake about it, the men who made these records are working shoulder to shoulder with all American industry, keenly aware of their obligations as citizens, as employers, and as suppliers of the fuel that is "public energy No. 1."

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**THESE DAYS.** There'll be smiles all around when you serve your guests VIRGINIA DARE. This famous wine is made from luscious grapes carefully nursed and tended by America's oldest vintners. Its rare bouquet, delicate aroma and delicious flavor put this truly American wine in a class by itself.



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## BUSINESS IN BRITAIN (continued)

that one handicap to progress in England was the fact that potential leaders were largely passed over if their accent wasn't "right"—passed over, that is, if they didn't belong to the right social class. "England is a comfortable place to live in because everybody stays in his place," one of our titled hosts told us. The return from the wars of new men with new ideas may change the picture, but there is little sign of a change as yet.

There are also the pressures of the depression and the war. Britain had only got out of the one when she got into the other. Both involved a great deal of centralization. And the war has involved a great deal of strain. Britain has been close to the fighting lines and under such circumstances survival and security seem, for a time at least, to be the things that really count in life.

But the Britain I am describing is not a new Britain. Why should the Conservatives fear their government? They have always been the government. Why should they not prize security? They have always had it. The trend toward greater government control of the economy goes back many decades. It has merely been accelerated by the war. An imponderable, perhaps, is what the war may do to this trend.

In considerable part, the interests of Britain's businessmen in security comes from a different conception of what business is and of what capitalism is. At dinner in Liverpool I sat at the right of Lieut. Colonel Buckley, a retired British officer, brisk, solid, immaculately groomed, who is now chairman of Liverpool Gas Company. It was he who told me about the business of Sir Sidney Jones, sitting at my right. "You know, Mr. Benton," he observed, "Sir Sidney is a partner in a firm with only £50,000 capital yet it now operates over 80 ships." His tone was that of a man who scarcely expected to be believed.

"When was the firm founded?" I asked casually.

"Only 80-odd years ago," Colonel Buckley replied.

£50,000 (\$250,000) 80 years ago. I thought of Eric Johnston's four companies in Spokane, employing 1,700 people and pyramided in 20 years from \$2,500; of my own start in business in 1929 with \$5,000. I thought of some of the great companies in the U. S.—of the Ford empire, for instance, built up in one man's lifetime on a capital investment of \$28,000.

## Security of Income

"Colonel Buckley," I said, "your comment illustrates an important difference between our two countries. You British believe in *capital*; we believe in *capitalism*. You think capital is more indestructible than we do. You think capital is more important—in both your social and your business life. We believe in shirtsleeves to shirtsleeves in three generations as part of the natural destiny of men. With us, the initiative of the individual comes first; and capital, which underwrites and rewards enterprise, comes second. You put capital and security of income first. You are astonished because a large Liverpool company can develop in 80 years from £50,000; we would be astonished if a large Chicago company had that much capital 80 years ago, or even if the company existed at all."

The British think they are more advanced than we are and in some ways they may be. (I was told three times the story of J. P. Morgan saying, when asked what the U. S. would be like in 25 years, "What England is like now.") But they do not understand that our faith in the individualistic system springs not only from our belief that such a system promises the greatest economic progress; we would still prefer individualism even on noneconomic grounds to what seems the only practical alternative, a government-controlled economy in which, as someone has said, "all our hairs would be numbered and all gray."

As Lloyd George pointed out, our ways are not British ways and British ways are not ours. But this difference does not mean that we cannot work together on many fronts. Indeed, both countries after the war are going to deal with peoples whose ideas of business and government are far more different.

Eric Johnston put this point well at the formal luncheon in his honor in London. This was a most extraordinary luncheon. Businessmen came from Liverpool, Manchester, Aberdeen. One guest commented to me, "There hasn't been such a turn-out, including seven cabinet ministers, since we went to war." It was in part a tribute to the U. S., in part a tribute to Eric Johnston whose fame, after seven days in London, had spread as "the world protagonist of the capitalistic enterprise system" and as "the champion of the little man."

CONTINUED ON PAGE 117





# SPRINGMAID

As drawn by

JAMES MONTGOMERY FLAGG

2800 miles of cotton fabrics. That's the average weekly production of The Springs Cotton Mills. Today 80% of these fabrics go towards helping the war effort. Tomorrow, when the war is won, Springs-made cottons will again be available to you at your favorite stores.

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Brushing your plates with tooth pastes, tooth powders or soap, may scratch the denture material which is 60 times softer than natural teeth. These scratches cause odorous film, food particles, and stains to collect faster and cling tighter . . . resulting in Den-

ture Breath. Remember, you may not know you have it, but others do! Besides, brushing with makeshift cleaners often wears down the delicate fitting ridges designed to hold your plate in place. With worn-down ridges, of course, your plate loosens.



A safe, modern way to clean dental plates, partial plates and removable bridges is to soak them clean in Polident every day. Polident is approved by many leading dentists and the leading makers of modern

denture materials. No brushing, no danger, yet the daily Polident bath works into the corners and crevices no amount of brushing seems to reach — leaves your denture sparkling clean, odor-free.



### "NOW WE GO OUT . . . MEET FRIENDS . . . HAVE FUN TOGETHER"

Millions call Polident a blessing. No fear of Denture Breath—no risk of wearing down and loosening the plate due to brushing. Polident used daily helps maintain the original, natural appearance of your dental plate for less than a penny a day. Today

—get Polident at any drug, department or variety store. 3 oz. size—30¢; 7 oz. size—60¢. **FREE**—Booklet on Care of Dentures. Write: Hudson Products, Inc., Dept. B-10, 8 High St., Jersey City, N.J.

**POLIDENT** The Safe, Modern Way to Clean Plates and Bridges

FOOD  
Fights for  
FREEDOM  
produce and  
conserve—  
share and  
play square!

## BUSINESS IN BRITAIN (continued)

"I am among those Americans," Johnston emphasized, "who want intimate friendship with Britain. I am among those Americans who believe that such cooperation is the world's biggest hope for a fair future. I am one of those Americans who feel that even by cooperating together we may not solve all the problems of the world, but if we fail to cooperate, then none of these problems will be solved."

Arthur Guinness, who is chairman of the International Chambers of Commerce committee studying postwar trade, made the same point. At our first dinner in Britain he stressed the vital necessity not only of political but of economic cooperation. He pointed out that the U. S. and Britain had almost a third of the world's entire prewar foreign trade. He stressed the idea of a team.

"Recently," he said, "a senior British general from our War Office visited General Eisenhower at his headquarters in North Africa. The British general told General Eisenhower that he felt our two teams were coordinating magnificently and General Eisenhower answered, 'What do you mean—two teams? There is only one team here.' Can we," Guinness asked, "project into peace the idea of one team?"

This is the hope of the majority of British businessmen. Exactly what is meant hasn't been defined in their minds or in ours. From our standpoint, America cannot cooperate in cartels. Can England cooperate in competition? The imponderable to the British is what will be the attitude and the policy of the U. S. Indeed, the average American must go to England to appreciate the strength of his country and to understand the earnestness with which many British leaders want to understand us and work with us. Many want to key their policies to ours; many hope that American policy will permit them to follow.

There are signs that British business and economic policy can be diverted from present grooves. The men in the R. A. F. don't look like men who will go back to traditional economic and social grooves. Prime Minister Churchill has emphasized that England should not get caught in such grooves: "We must beware of trying to build a society," he said recently, "in which nobody counts for anything except a politician or an official, a society where enterprise gains no reward, and thrift no privileges."

Lord Woolton, the man who has kept Britain well-fed despite losses of shipping and bombing of warehouses, seems to be a man of like mind. He is the proprietor of seven department stores and, like our great mail-order and chain-store operators in America, he knows that quality merchandise at low prices makes for a high standard of living, and that such merchandise is developed by competition between individuals and companies striving to outdo each other in a free market. And Arthur Guinness, an investment banker with keen insight and judgment, believes that American policy can and will help swing Britain toward a revival of faith in free, independent enterprise.

To be sure, these ideas are not typical. America can hope, however, that they may become infectious. If they do, it is likely to be because U. S. policy helps swing Britain toward a free enterprise system. British businessmen hope for a cooperative attitude from the U. S., but they know they cannot count on it. Their pre-occupation with security partly springs from that uncertainty.

### How to Cooperate

Britain's strength after the war depends on her relations with other countries. Many people in England openly weigh the British alternatives. English policy, they say, may have to go in one of two ways—toward close ties with the U. S. or toward close ties with Russianized Europe. They hope that there will be no such alternative; they hope for a three-way tie-up. (Little is said of China, nothing of France.) But they think they may have to choose between the U. S. and Russia. In this situation, indecision in America is not reassuring. Britons are continually asking, "Who is the U. S. and how can we make a deal that will stick?" The aftermath of the last war is not forgotten.

Before Americans can understand British worries, they must understand the British postwar problem. The key to this problem is the fact that Britain cannot grow enough food to feed herself. She must import it. Thus England's eyes must be fixed overseas. They are now fixed steadfastly on America. They are the eyes of every Englishman, peer and laboring man alike. "How do we eat?" is the all-important imperative. "How do we eat?" depends on

CONTINUED ON PAGE 11



*Our Boys are Better Protected...  
and Carry More Punch than We Did*

## 2 Reasons Why U. S. Casualties Will Be Held to the Minimum

**E**VERY American soldier who carries the fast-firing Winchester Carbine is practically a one-man machine gun nest.

Thousands formerly armed with the service pistol are now equipped with this light, hard-hitting weapon developed by Western's Winchester division. As modern as our army itself, it increases the offensive fire-power of an infantry division by practically one-third.

With the Winchester Carbine and the famous Garand rifle that enables our troops to plug the enemy with 8 shots while he's returning less than 4, our boys are better protected and they can really "turn on the heat".

Here's American foresight and ingenuity at its best, helping to hold our casualty lists to the very minimum—*First*: because the U. S. Ordnance Department saw that today's small arms must provide more effective screens of offensive and protective fire-power, and *Second*: because industry and individuals had the skill and experience to produce such remarkable improvements in arms.

Western's Winchester division is manufacturing both of these remarkable weapons in quantities that are hastening the doom of the Axis.

### WINCHESTER CARBINE



GARAND RIFLE

### CARBINE PROVIDES SCREEN OF FIRE 6 TIMES DEEPER

Four out of 5 of our troops formerly armed with service pistols are being equipped with the Winchester semi-automatic carbine, U. S. Carbine, Caliber .30 M1. This battle-proved, ultra-modern weapon delivers 15 aimed shots effective at 300 yards, as fast as the trigger can be squeezed. That means fire-power of nearly double the intensity and 6 times greater range! The carbine was developed by Winchester in less time than any military small arm on record.

### FAST-FIRING GARAND DEADLY AT MORE THAN ½ MILE

Amazing stories about individual exploits with the famous Garand semi-automatic rifle have come from battlefield correspondents and the men themselves. Typical is that of an American sergeant in Sicily who accounted for 8 charging Germans with the 8 shots in his cartridge clip. Western's Winchester division, long in quantity production of Garands, was able to cut their cost to less than 1/5 the original contract price.

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From Western-operated plants at East Alton, Ill., New Haven, Conn., and the St. Louis Ordnance Plant, operated by The United States Cartridge Company, a Western subsidiary, we have already supplied the armed forces with more than 5 billion .30 and .50 caliber rifle and machine gun cartridges.

**Western**

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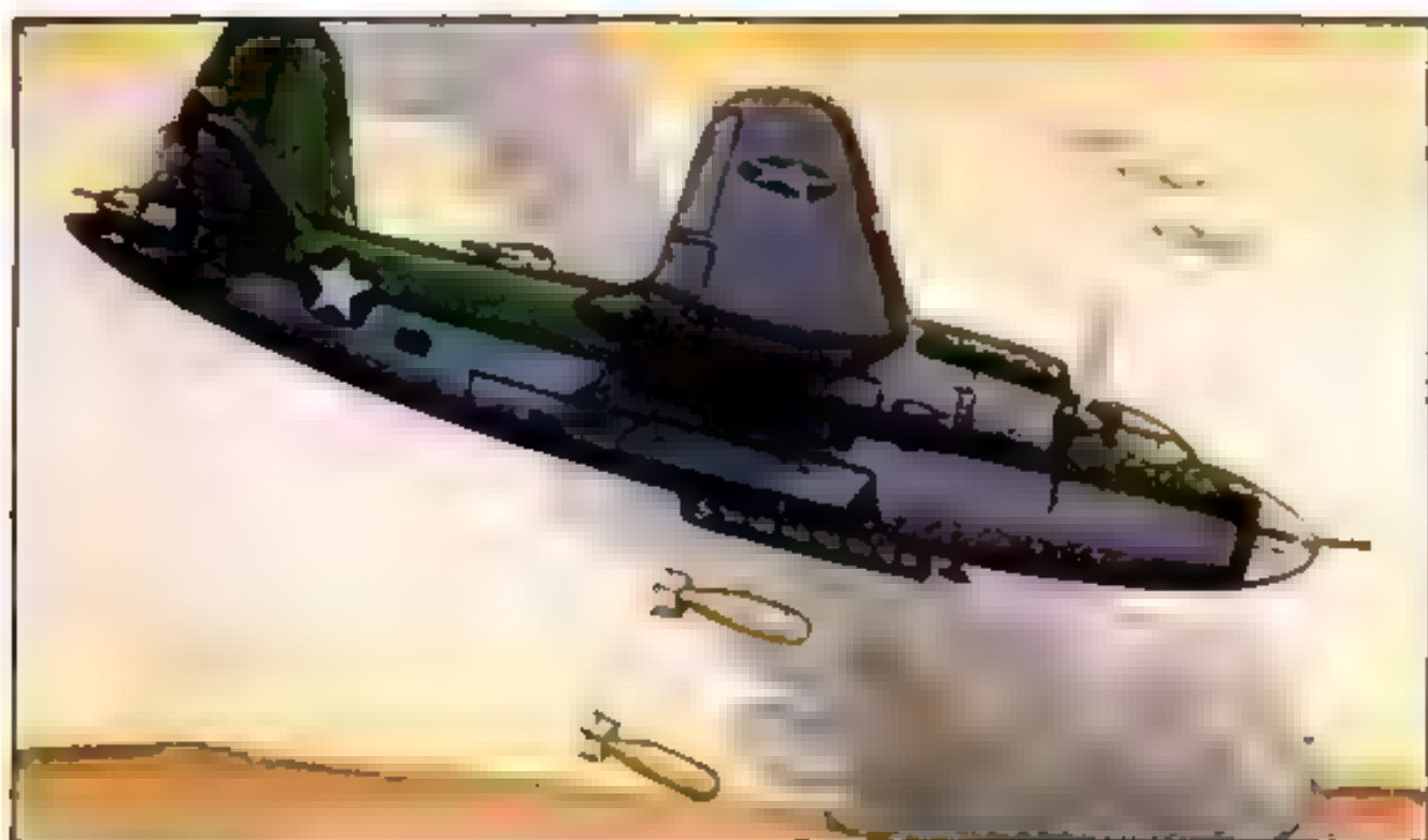
Rand Electric Corporation  
New Haven, Conn.

Olin Corporation (Aluminum Division)  
Tacoma, Wash.

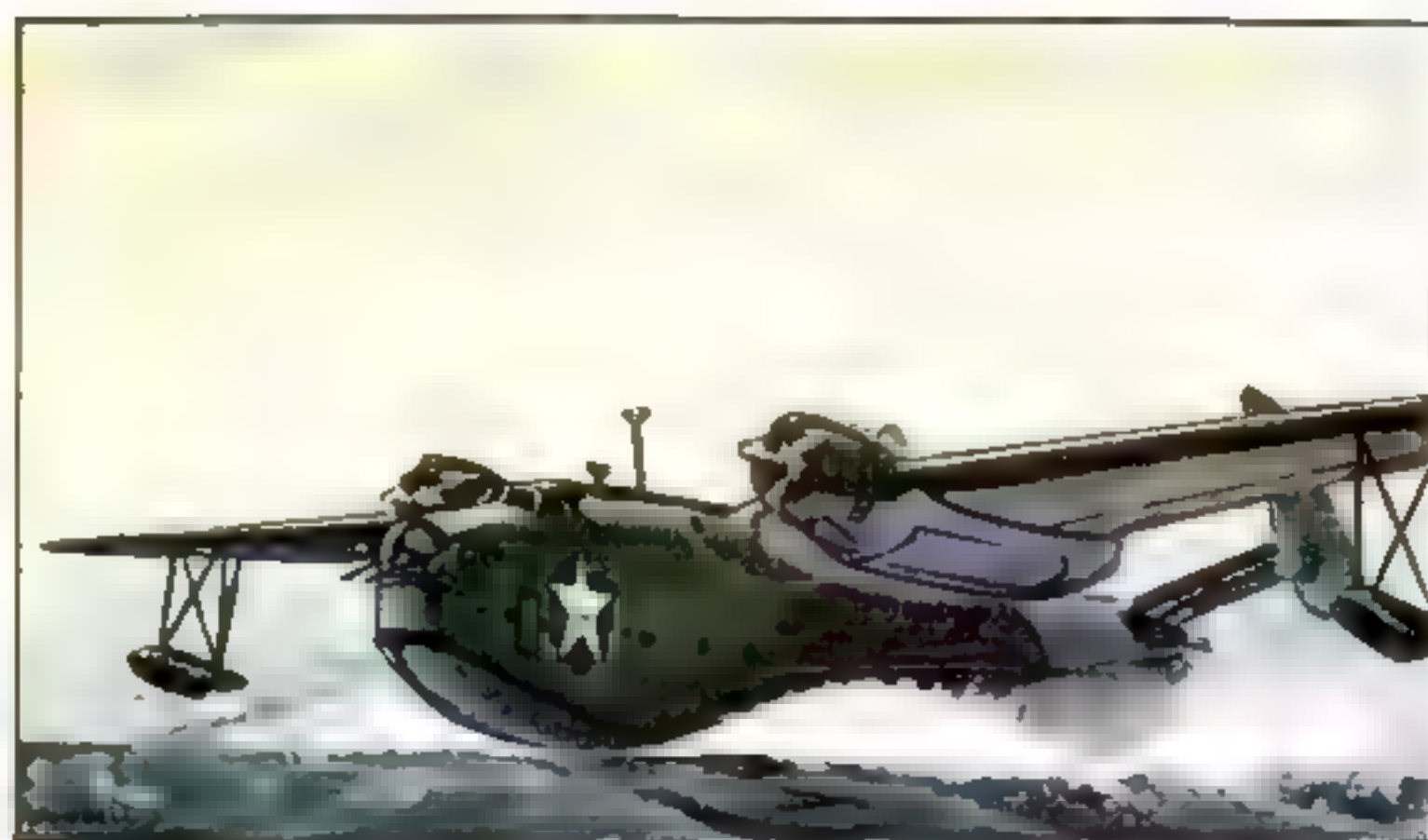
And Other Divisions  
and Affiliates



# The Axis knows these Aircraft well . . . do You?



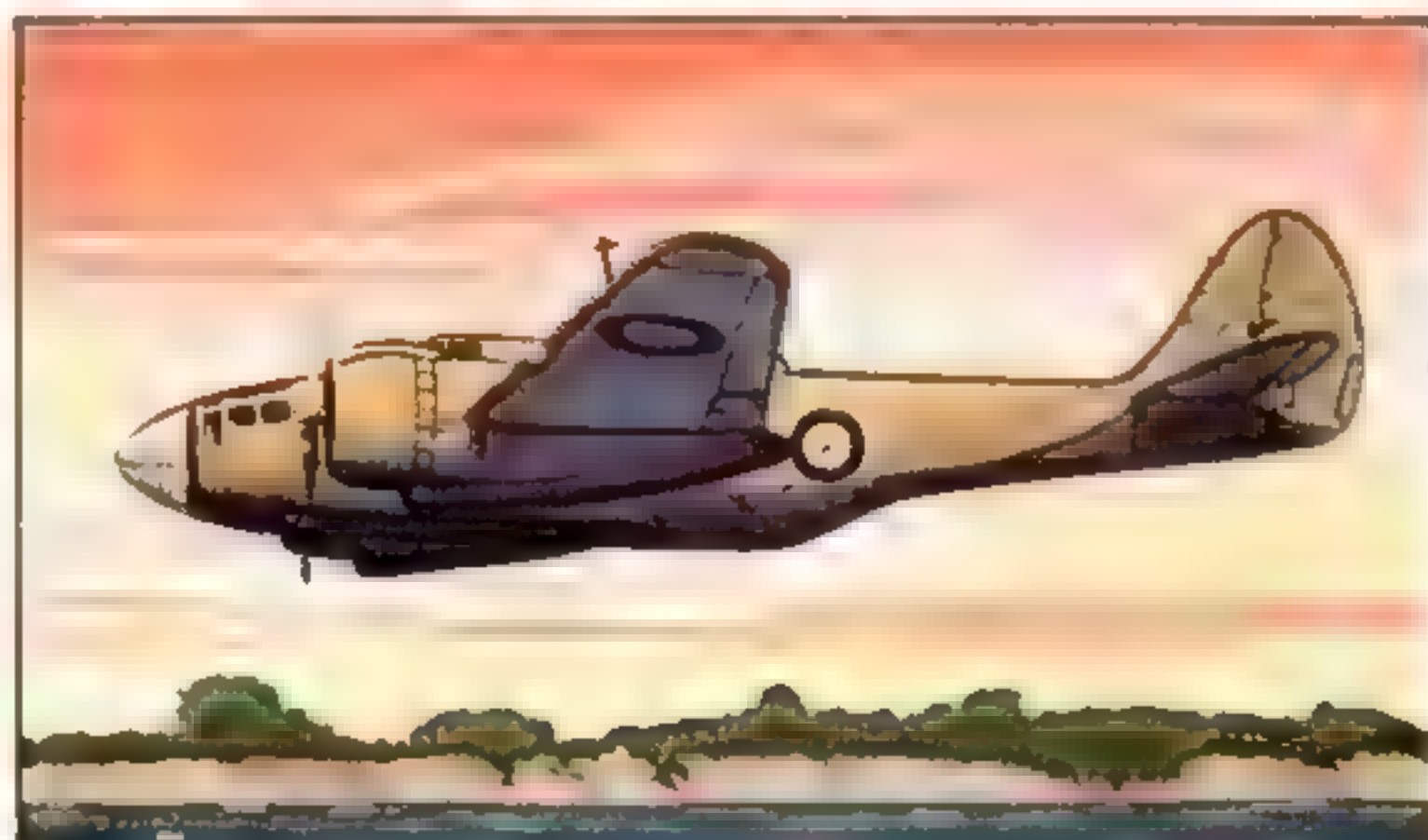
**1 Mighty Middleweight**, this lightning-fast, heavily-armed medium bomber is pounding the Japs from the Aleutians to the Solomons . . . blasting the Nazis in Europe. Recognise her stubby wings, torpedo-shaped fuselage, all-plastic nose? See answer at lower left.



**2 Plenty of Punch** is packed into this big 24-ton, twin-engined Navy flying boat. Easily recognized by its gull wings and up-tilted tail assembly, this patrol bomber has done excellent work in the Atlantic and elsewhere. Can you name her? See answer at lower left.



**3 Fast Freight** reaches fighting fronts quickly in this long-range, two-engine Navy transport. Big sister of plane No. 2 above, she has the same general silhouette but weighs four tons more and lacks gun-turrets. Could you spot this plane? See answer at lower left.



**4 Built for Britain** by a famous American company, this twin-engined, low-wing bomber won laurels in desert warfare over North Africa. Extremely fast, she carries a crew of 3, has sufficient firepower to serve as a long-range fighter. Know her? See answer at lower left.

## You won't recognize this Airplane

. . . because it hasn't yet been built. And it won't look like this, either. But 125-ton airliners of advanced and unusual design will be familiar sights, after Victory. Already complete on Martin drawing boards, such mighty ships need only peace to become reality. After the war you'll be able to circle the globe on a two weeks' vacation with ample stopovers for sightseeing. That's why we say, buy War Bonds today . . . because you're going places, tomorrow!

THE GLENN L. MARTIN COMPANY, BALTIMORE, MARYLAND, U.S.A.  
THE GLENN L. MARTIN COMPANY—NEBRASKA COMPANY—OMAHA

The Martin Planes  
pictured above are:

- 1 "MARAUDER"  
Army Bomber
- 2 "MARINER"  
Navy Patrol
- 3 PBM-3  
Navy Transport
- 4 "BALTIMORE"  
British Bomber



**Martin**  
**AIRCRAFT**

Builders of Dependable Aircraft Since 1909



## BUSINESS IN BRITAIN (continued)

"How do we export?" and "How do we export?" depends on America.

If Britain imports food, she must either export something to pay for it, or she must rely on the holdings she has developed abroad. In the past, Britain paid for her imports in both ways. But she has sold a large part of her foreign investments to pay the costs of the war. This means that after the war she will have to rely on her exports more than ever before. Yet she is short of raw materials from which exports are manufactured, and much of her industrial machine is obsolete by American standards.

Tariffs and shipping are thus vital questions to the British. They want to know whether America will keep its tariffs high and close its markets to British goods, for a high tariff turns international trade into a one-way highway. "The Hawley-Smoot Tariff in 1930," Arthur Guinness declared, "struck a hard blow at Canadian and British Commonwealth trade. The British reply was the Import Duties Act of 1932 and the Ottawa Agreements. The giving of blow and counterblow is a negation of good neighborliness. It is, in fact, economic war at its very worst." Guinness emphasized that both countries must profit by past mistakes and retrace their steps.

Captain Oliver Lyttelton, a tall, quiet-spoken man who as Minister of Production holds a post somewhat comparable to that of Donald Nelson, discussed these problems in introducing Eric Johnston at the luncheon in London's Dorchester Hotel. "We in Great Britain," he said, "shall want to work off our indebtedness steadily, for the sake of our creditors, of our own credit and, I may say plainly, for the sake of the help we must be able to give after the war to the resettlement of the world. We are not frightened of all this. Indeed, there is nothing that chance or circumstances can do again that will dismay us, for not so long ago we looked ultimate things in the face and did not flinch. But we do need some understanding of what we have to do and of the ways we shall have to do it." Lyttelton emphasized that the important question is whether the U. S.—the world's great creditor nation—will permit certain imports to enter the U. S. freely in order to give the debtor nations the opportunity to pay off what they owe.

Lyttelton asked whether America understands this. He asked whether America understands the vital importance to Britain of the British merchant marine—the avenue through which her trade is conducted. This question of shipping came up at many meetings. Will our postwar policies tend to hamstring or even annihilate British shipping? Will we subsidize our merchant marine, which is likely to total 30,000,000 tons, 8,000,000 more than Britain's prewar ships and 23,000,000 tons more than our own prewar total?

I have tried to sketch a few of the specific economic questions that England is asking America. They seem to English businessmen just as important as the more general question of how far America will participate politically in the postwar world.

Americans want a free enterprise system. The British ask us why, then, do we fear free trade, particularly in shipping? Perhaps if America aims toward a policy of international free trade, we can hope for a revival of private enterprise within Britain itself. The English may then follow our lead in aviation, in currency control and in other key economic questions. British businessmen may be willing to trade with American businessmen as individuals rather than through semigovernmental corporations. We can perhaps best lay the basis for effective economic cooperation between the two countries by living up to our own principles, by throwing open the opportunity for competition between individuals and companies in both countries.

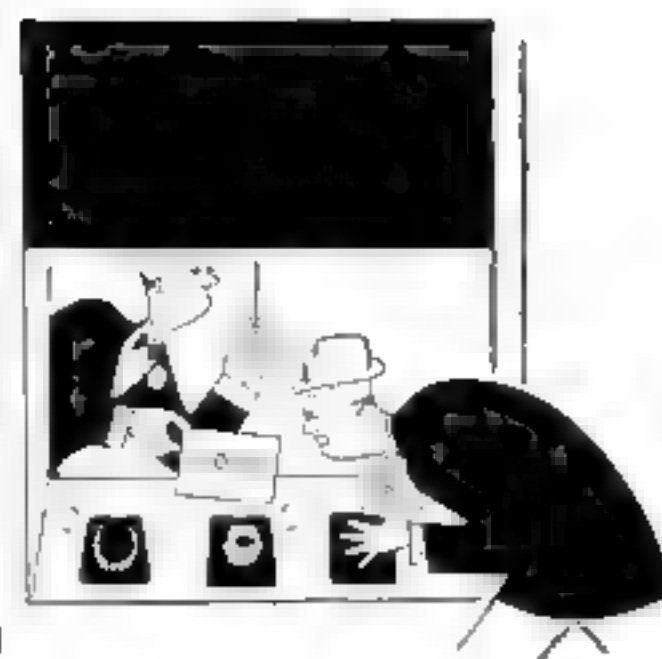
The British may have a better chance against American business competition than they think. True, we in America have achieved fabulous production. But our costs are higher than the average British businessman realizes. England will emerge from this war stronger than she thinks. She will have won out—again—against overwhelming odds. Her worldwide prestige will be enormous, her credit never higher. She will have been tempered by fire. We may be competitively softer than we think, with higher costs and lazier habits.

At home, America can strive to set an enviable example of what individual competition can do. This is an example the world may want to follow. Abroad, we can find the answer to some of the questions the British are asking us by renouncing artificial controls on free enterprise. This is a step toward a world in which men will not so eagerly look to their governments for business security.

America has a choice and an opportunity, and as we make our choice and seize our opportunity we may choose not only for ourselves but for the British Commonwealth of Nations.



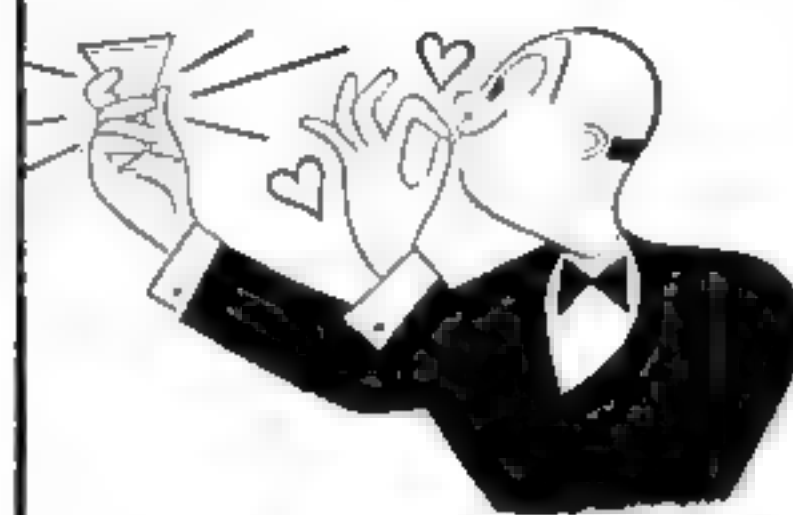
## HOW GOOD IS YOUR MEMORY?



can you remember your wife's birthday?



can you remember to put the postal district number on your mail?



can you remember which RUM to use for a Daiquiri?

ARE you missing out on the enjoyment of rum drinks because remembering the right rum to use seems too complicated? All you really need remember is the simple name "Government House." The label on the front of the Government House bottle tells you at a glance for which drinks that type rum is especially recommended.

You don't have to worry about remembering recipes, either. They're on the bottle, too. You'll find Government House is the complete and easy clue to rum drinks that are perfect in flavor, color and body.

Ask your dealer to show you all three types of Government House Rum . . . then pick the type for the rum drinks you like best. W. A. Taylor & Company, New York City. Sole Importers for U. S. A.



for ANY rum drink—all you need remember is "Government House"





**PEBECO PETE SAYS:**

*"I make your molars  
fairly glow  
And that's not all—  
I save you dough!"*

1. Pebecco Powder gives you 60% more powder than the average of 6 other leading tooth powders...saves you money.

2. Brightens teeth to a lovely lustre. No other dentifrice cleans teeth better.

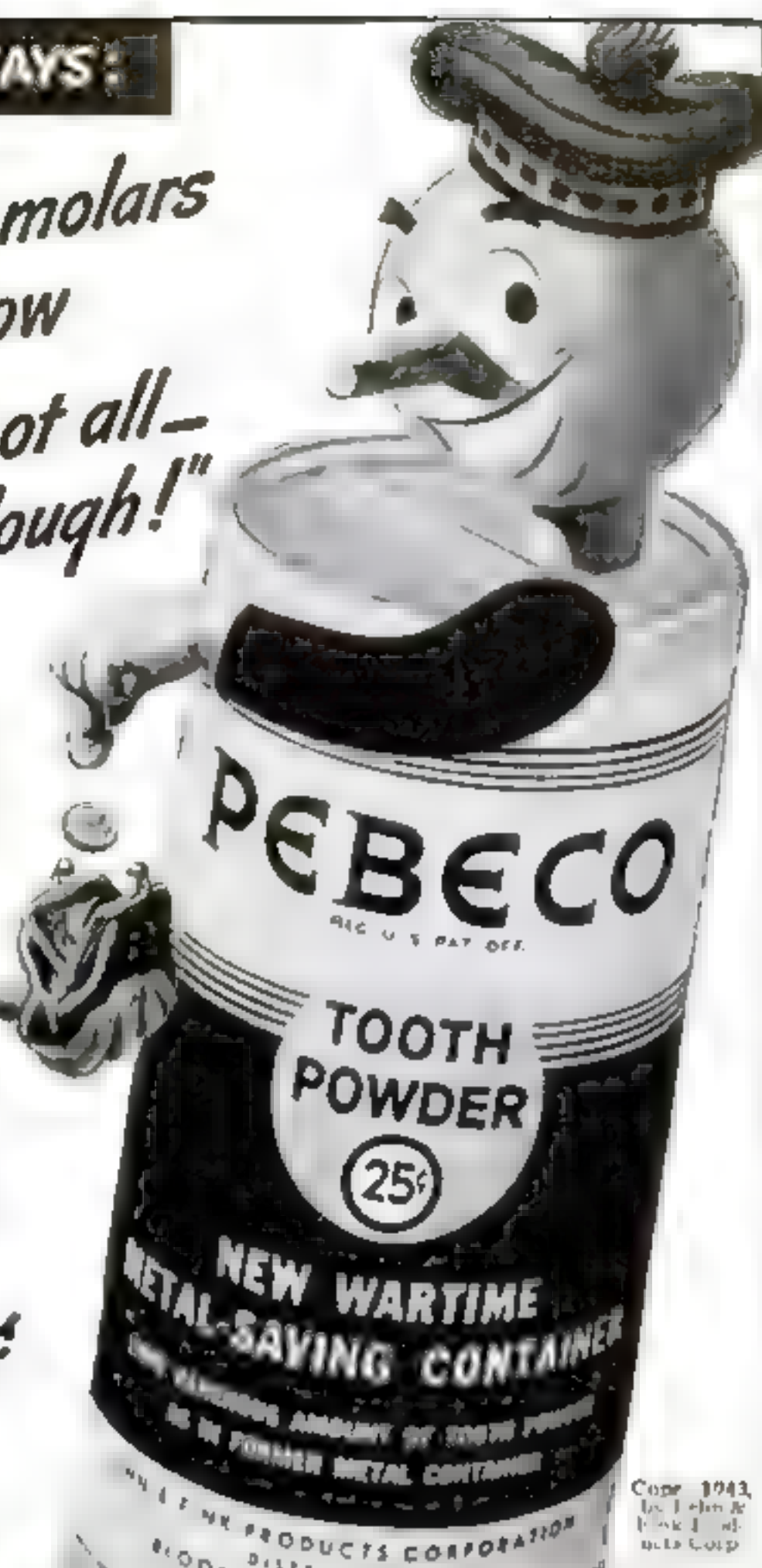
3. Safe! No danger of scratching tooth enamel, for Pebecco contains no grit.

4. Tastes peppery, too. Makes mouth feel minty-fresh. Get Pebecco Powder today!

**GIANT SIZE ONLY 25¢**

Big 10¢ size, too

Also Pebecco Tooth Paste—  
clean, refreshing flavor—10¢, 50¢



Code 1943  
No. 1 1/2 lb. 25¢  
No. 2 1/2 lb. 50¢  
No. 3 1/2 lb. 75¢



CARICATURE OF A JUMPING CAT SHOWS THE BALINESE LOVE OF FLUENT MOTION

## BALINESE SCULPTURE

Woodcarvings show that natives of the beautiful Malay island have sophisticated sense of humor

THIS WOODCARVING IS BALINESE[RIDICULE OF PEOPLE WHO SMILE TOO MUCH]



**SENDRA**

**BRINGS NEW BEAUTY  
to busy hands**

Autumn brings no lovelier note to fall costumes than these gracious gloves by Sendra. The exotic design of Autumn Leaf (at left, above)—the exquisite slenderizing rhythm of Gracehner (at right)—will each caress your hands with Beauty. Finest sueded rayon in all smart shades. At better stores—\$1.

**GLOVES BY Sendra**

SENDRA GLOVE CO., 2001 N. Dear Ave., Chicago 14, Ill.





AN ORDERLY PEOPLE, BALINESE FIND IDEA OF PILED-UP ANIMALS VERY FUNNY

Bali, one of the islands in the Malay Archipelago now occupied by the Japanese, has been known as the home of an unusually handsome, graceful and kindly people. Not so well known is the fact that the native Balinese sense of humor is one of the world's most highly developed. Balinese art in particular is almost entirely satire. The grotesque sculpture shown here, from the collection of Anthropologist Gregory Bateson now being circulated by New York's Museum of Modern Art, caricatures the people who smile too much, tax collectors and man's striking resemblance to monkeys. But although Balinese sculpture has a high degree of surface sophistication it is still essentially primitive. The Balinese express themselves best in another medium beloved of esthetes and newsreel travelogues: their dancing.

RESEMBLANCE OF UNKNOWN WOMAN TO MONKEY PRODUCED THIS CARICATURE



CONTINUED ON  
NEXT PAGE

## On the turrets of today **THE ZIPPER OF TOMORROW**

• Every high-flying American turret-gunner has one enemy he *knows* is waiting for him—not just Nazi ack-ack, not just Jap Zeros. But *cold*—for up there in the cold, thin stratosphere, a temperature of 65° below zero is about average.

So, he and his sensitive equipment must be protected against cold and ice—to be able to respond at once with accurate deadly fire when an enemy plane approaches.

This is made possible now by the most amazing zipper ever created, Crown's double-acting zipper—one zipper that does the work of two. When a gun moves in the turret, one portion of the zipper opens up ahead of the barrel, while the rest of the zipper simultaneously closes behind it. By this feat, Crown has succeeded in the toughest job a zipper ever had to do.

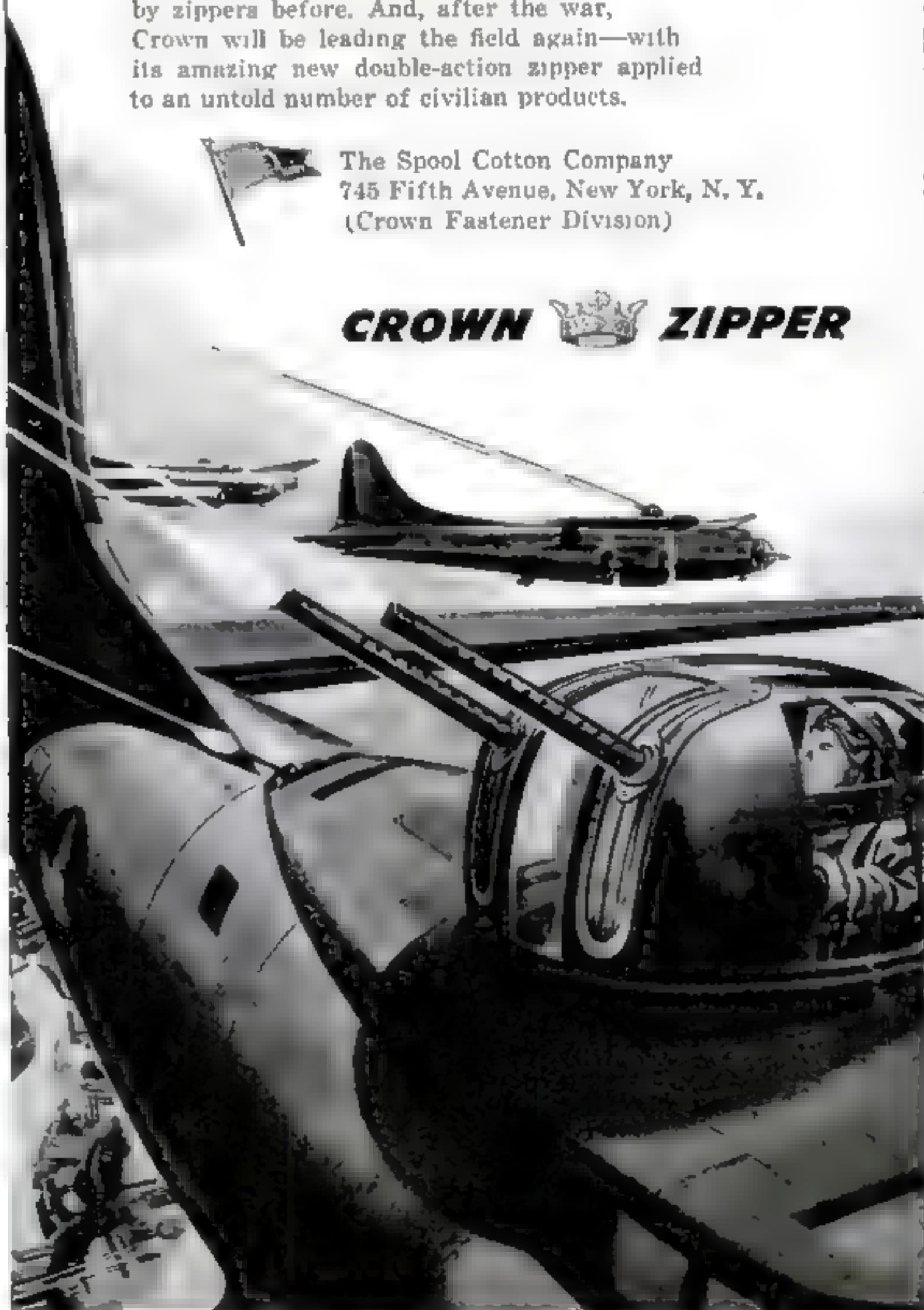
This two-way zipper has to work every time—and *does*. Not even hard driven wind or ice can stop it. It can't lock "open." It's practically indestructible.

Crown Fastener Corporation, the first zipper manufacturer to convert voluntarily 100% to war production, has already made its unique, die-cast zippers do things never done by zippers before. And, after the war, Crown will be leading the field again—with its amazing new double-action zipper applied to an untold number of civilian products.

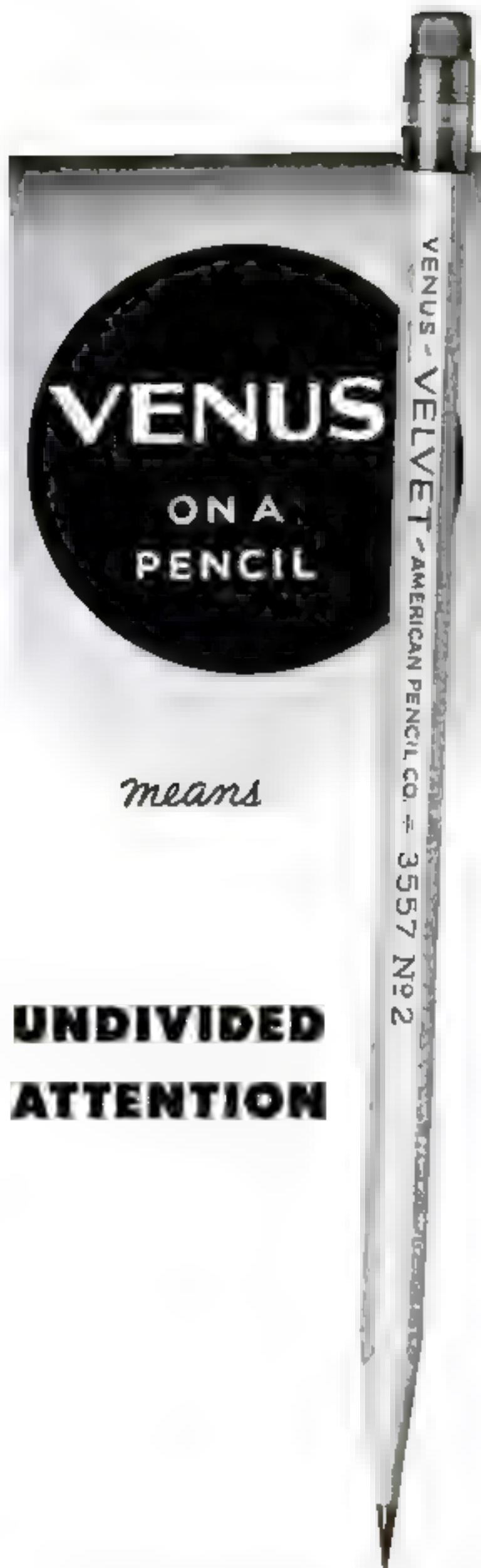


The Spool Cotton Company  
745 Fifth Avenue, New York, N. Y.  
(Crown Fastener Division)

**CROWN  ZIPPER**







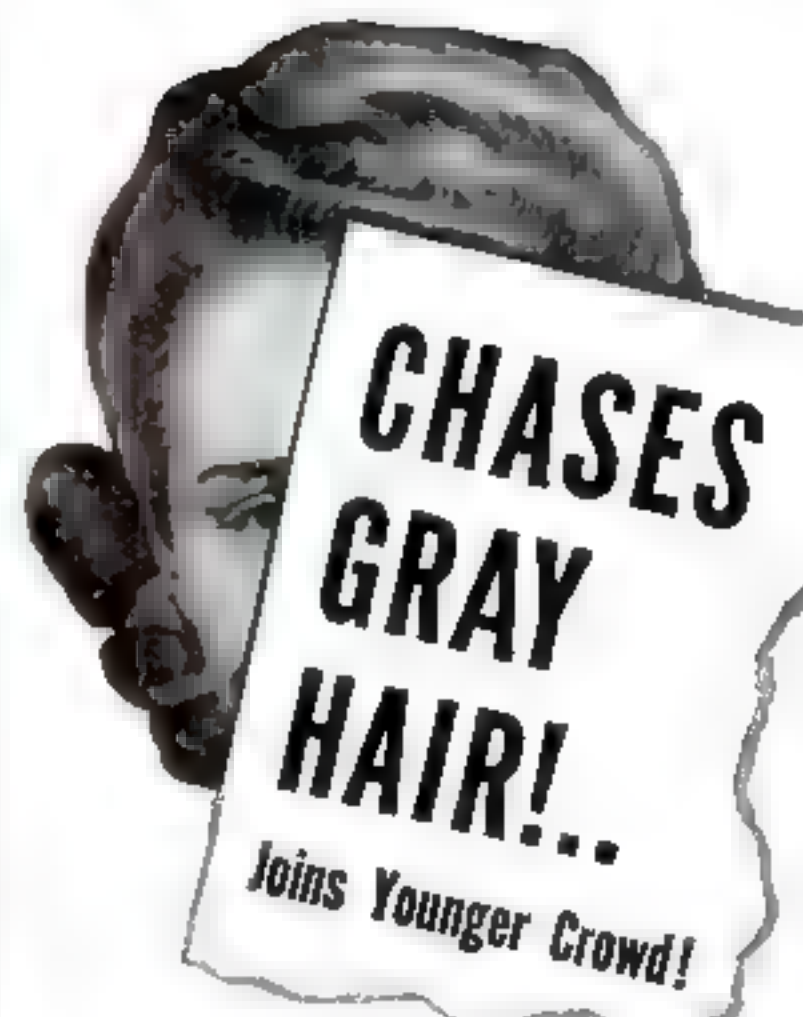
VENUS-VELVETS let you give your undivided attention to what you're writing. They're tough... less sharpening. They're smooth... you scarcely know you're writing.



AMERICAN PENCIL CO., NEW YORK  
In Canada: Venus Pencil Company, Ltd., Toronto



Policeman or tax collector wearing a Balinese ceremonial headdress inspired this primitive sculpture by an old deaf-mute living in one of Bali's mountain villages.



(none of her friends even dream she uses Clairol on her hair!)

Because of her prematurely gray hair, Miss H— was fast becoming known as "the old maid aunt"... at the age of 32! She changed all that, however, before she went away for her summer vacation. At her beauty shop she asked for a treatment with Clairol, the original shampoo tint. Looking years younger, she swiftly made friends with the younger crowd—and kept them when she returned to town. None suspect she uses Clairol—and even her family admits it's made all the difference in the world to her!

**CLAIROL KEEPS THIS WOMAN'S SECRET**—and it will keep yours. With one quick, pleasant application it permanently colors every trace of gray hair. NO OTHER PRODUCT gives such natural-looking results. There are 23 laboratory-tested shades to choose from. And each shade completely avoids that "lathetale," brassy, ugly look of old-fashioned dyes. Refuse substitutes that can't give you Clairol's beautiful results. Better Beauty Shops feature genuine Clairol. A Clairol treatment costs you no more, so be sure you get Clairol. **FREE**... "11 Secrets for Beautiful Hair." This fascinating booklet tells you how to give your hair radiant beauty... scientifically. Just write to CLAIROL, INC., Dept. L-16, Box 1455, Stamford, Conn.

**CLAIROL**  
Reg. U.S. Pat. Off.

*The Original Shampoo Tint*  
Caution: Use only as directed on the label

**BUY STILL MORE WAR BONDS**



**There's a New Star in Hollywood Now!**

It's a star among pets—a bright little creature with perky manners and a golden voice. All Hollywood has taken canaries to its heart—and all America is following its lead! Your home, too, will be brighter, happier, with one of these inexpensive, easily cared for pets. And—another hint from Hollywood—let French's help keep your bird a healthy singer!



**OWN A CANARY... THE ONLY PET THAT SINGS!**



# DUBONNET

makes two products only...

Dubonnet... the world famous drink

Vermouth by Dubonnet



available sweet or dry

## HOW TO USE DUBONNET...

A drink to enjoy, to serve proudly... that's Dubonnet. Try it for mixing drinks that are different and distinctive... easy, economical to make. You and your guests will enjoy Dubonnet these ways...

**DUBONNET STRAIGHT:** serve well chilled, no ice.

**DUBONNET HIGHBALL:** finger of Dubonnet, juice of 1/4 lemon, add ice cubes, fill with soda, stir.

**MERRY WIDOW:** 1/2 Dubonnet, 1/2 dry Vermouth by Dubonnet, serve well chilled, no ice, add twist of lemon peel.

**DUBONNET SHERRY:** 1/2 Dubonnet, 1/2 dry Sherry, serve well chilled, no ice.

Tune in! Xavier Cugat (11:00 to 11:30 (est)) Saturday morning Blue Network.

★ BUY WAR BONDS FIRST

## HOW TO USE VERMOUTH BY DUBONNET...

This is the famous Vermouth with a name... Dubonnet... that for 97 years has meant "highest quality". Sweet or dry, trust it to please your own palate... to do you justice as a host. And remember, a good cocktail is better when you mix it with Vermouth by Dubonnet.

**MANHATTAN COCKTAIL:** 1/2 rye or bourbon, 1/2 sweet Vermouth by Dubonnet, 3 dashes Angostura bitters, stir in cracked ice, strain into cocktail glass, dress with cherry.

**DRY MARTINI COCKTAIL:** 1/2 dry gin, 1/2 dry Vermouth by Dubonnet, stir in cracked ice, strain into cocktail glass, dress with olive.

PRODUCTS OF THE U.S.A. Dubonnet Aperitif Wine and Vermouth by Dubonnet.

WRITE FOR FREE "Smart Drink Guide", DUBONNET CORP., 250 Fifth Ave., New York 1, N.Y.



# NIGHT PATROL



Civil Air Patrol pilots are continually patrolling the skies, and with keen eyes are searching the earth and the waters below. They spot forest fires. They sight submarines. They locate salvage. Anything that appears strange or unusual is reported by them. Fully ten per cent of our volunteer Civil Air Patrol pilots are women, who willingly and capably perform what was once supposed to be "man's work." They are doing it because it is a vital wartime service to America, and because it releases their brother pilots for service on fighting fronts where every additional fighting unit hastens the day of victory. In this war of movement and mechanism, the women pilots of the CAP are performing a brave, patriotic duty. We at Norge, completely in war work, pay tribute to the women of the Civil Air Patrol . . . and to all other American women who are now voluntarily serving both home and country.

NORGE DIVISION, BORG-WARNER CORPORATION, DETROIT 26, MICHIGAN

# NORGE

★ A BORG-WARNER INDUSTRY ★



The great NACHI refrigerators are built with an extra-thick wall, which allows them to keep food frozen for up to 100 hours. NACHI WATCH is a built-in thermostat that constantly defrosts the refrigerator each night, thus eliminating work and preventing moisture production in refrigerated food.

Norwegian authorities had been  
informed by the British Navy  
that the ship was at Narvik and  
had been sighted by the British  
Navy on several occasions.  
The ship was found on the coast  
of Norway on the night of the war.



The most fundamental product on the menu was that old standby, the chicken and waffles. It was a simple, comforting dish, and it was a favorite of the twin boys. The food was served on a wooden table, and the boys were sitting on a wooden bench. This was a simple, comfortable place to sit, and it was a favorite of the twin boys. The food was served on a wooden table, and the boys were sitting on a wooden bench. This was a simple, comfortable place to sit, and it was a favorite of the twin boys. The food was served on a wooden table, and the boys were sitting on a wooden bench. This was a simple, comfortable place to sit, and it was a favorite of the twin boys.

**NORGE**—only pre-war producer of a complete line of  
 ROLLATOR REFRIGERATORS . . . ELECTRIC RANGES  
 WASHERS . . . GAS RANGES . . . HOME HEATERS  
 COMMERCIAL REFRIGERATION

1. *Chlorophyll a* (Chl *a*)



# EXPERIMENTS IN DEATH

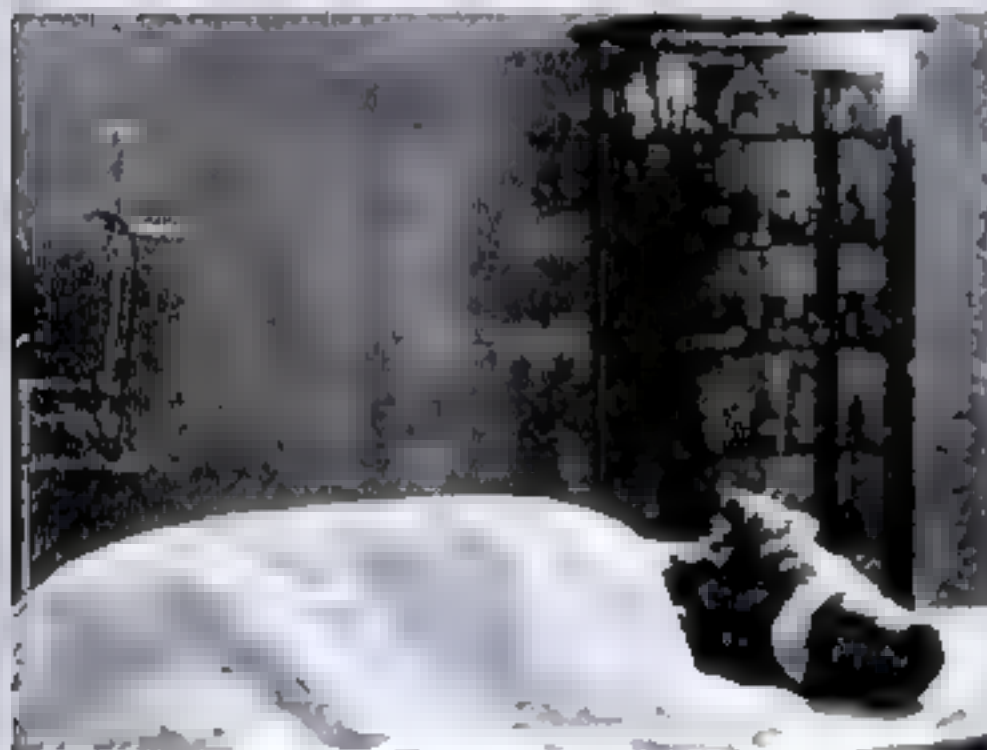
Soviet scientists bring dead dogs back to life

In the pictures shown here, a dog is killed by draining its blood from its body. Ten minutes after death, after its heart has stopped and its respiration has ceased, the blood is pumped again into the cadaver and the dog is restored to life. This feat is achieved by means of a machine called an autojector. The autojector re-establishes the circulation of the dog's blood until the heart and lungs are revived and resume their normal function.

This experiment was performed at the U. S. S. R. Institute of Experimental Physiology and Therapy at Voronezh, under direction of Dr. S. S. Bryukhonenko. As an achievement in pure research, it reaches deeply into questions which hitherto have been the province of metaphysics. In clinical medicine it has immediate significance. By such experiments, Soviet scientists pioneered the system of blood-banking, plasma separation and transfusion which has saved countless lives in this war. Revival of the whole organism capped a long series of experiments in the reanimation of separate organs, heart, lungs and even the brain, which are shown on the following pages.



J. B. S. Haldane, distinguished British physiologist, voiced sound track for Soviet movie from which pictures shown here were taken. Movie was made in 1940 at Voronezh.



Anesthetized dog awaits experimental death in laboratory. Tubes have been attached to carotid artery, jugular vein.

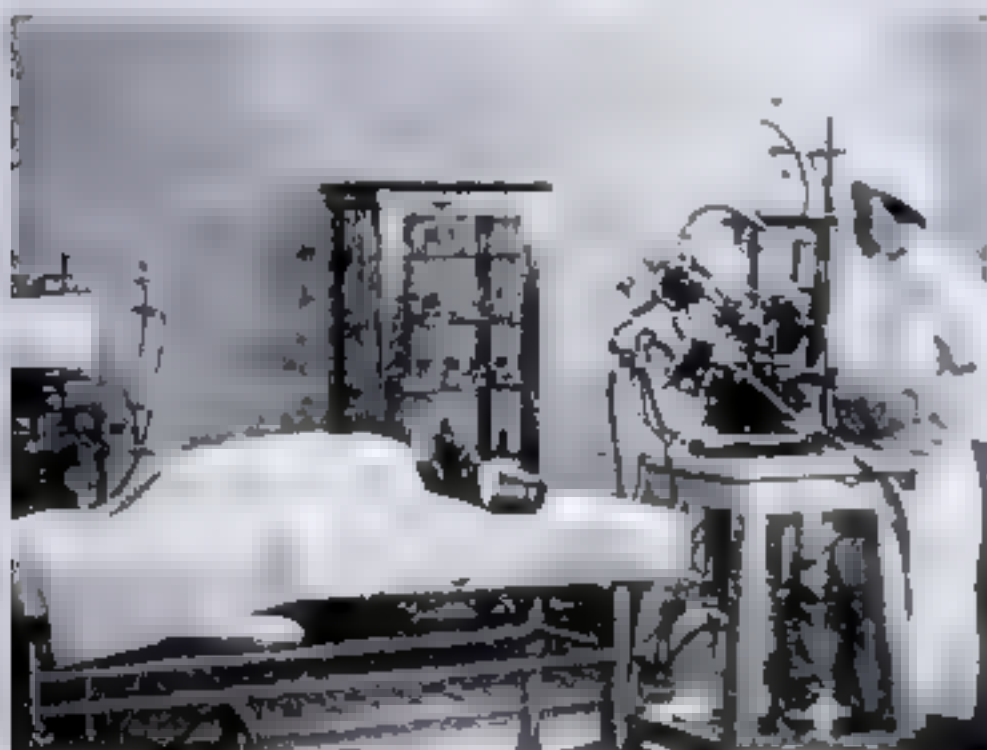


Blood is drained from dog's body. Painless death comes swiftly as heart pumps blood out through carotid artery.

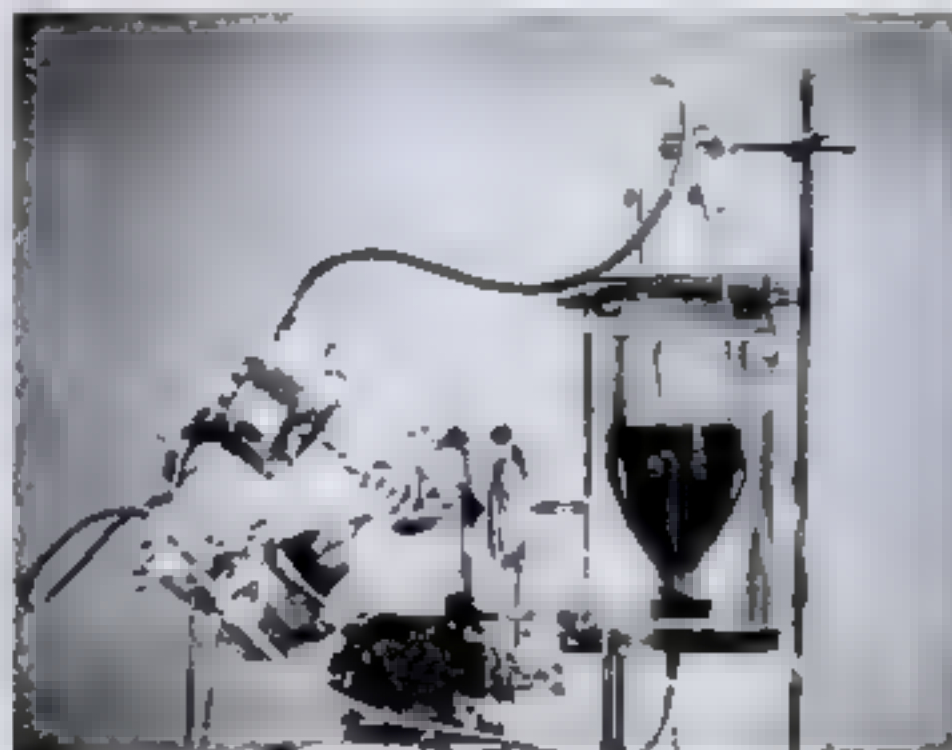
ДЫХАНИЕ

RESPIRATION

Dog's last breath is registered as sharp wiggle on kymograph. Normal respiration shows as regular cyclic curve.



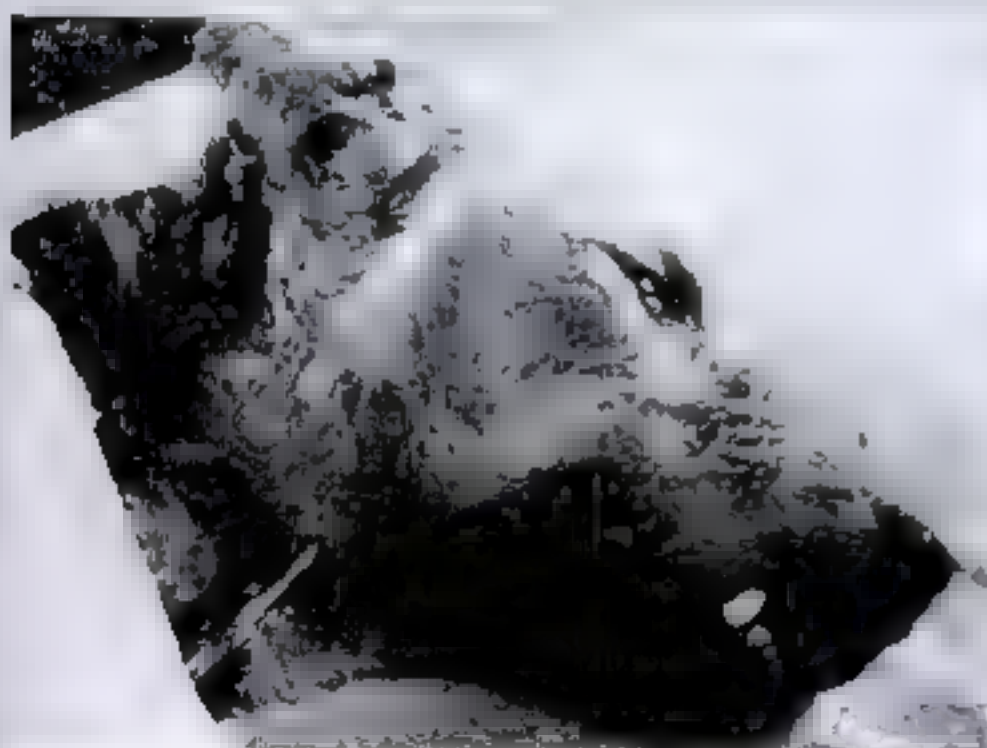
Dog lies in death on table. Autojector will now be connected to tubes through which dog's blood has been drained.



Autojector is mechanical heart and lungs. In glass reservoir, the machine's "lung," dog's blood is oxygenated.



Simple mechanics of autojector are sketched here. Arterial pump functions as left side of heart, venous as right.



Dog lives again as blood is pumped back. Autojector performs functions of heart and lungs until organs revive.



On his own and disconnected from autojector, dog lies in coma while heart and lungs regain normal vitality.



Dog is watched continually during 48-hour period of recovery. See dog (next page) fully recovered after 12 days.





## NOW! You Can Afford \$10,000 Life Insurance

### These Low Rates Make It Possible

• Here is a long-term policy that protects you for the expectancy of life based on your age, according to the American Experience Table of Mortality. It has cash and loan values. Rates quoted apply to standard risks.

Age	Monthly Rate Per \$1,000
20	.90
25	.99
30	1.12
35	1.28
40	1.54
45	1.89
50	2.43

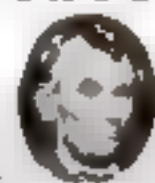
**AT AGE 35** a \$10,000 policy costs you only \$12.80 per month and will, should you die during the expectancy period, pay your beneficiary \$10,000 or a monthly income for life. This low-cost policy cannot be issued in amounts less than \$2,500. Write for full details, stating date of birth. Use coupon below.

*More Than A Billion Dollars of Insurance In Force*

## THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Fort Wayne, Indiana

ITS NAME INDICATES ITS CHARACTER



THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Dept. L-318, Fort Wayne 1, Indiana

Please send me full details about your Low Cost Plan, which provides ample protection at low cost.

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City and State \_\_\_\_\_ Date of Birth \_\_\_\_\_

## Experiments in Death (continued)



Back on its feet, dog evidences recovery from experimental death. It runs about, barks, wags its tail and recognizes its friends on laboratory staff.



Close-up of dog shows it is bright and alert again. Time lost on death period before revival is about 15 minutes. Cell disintegration then sets in.



All three dogs shown here have been through experimental death and revival. Blackears (in center) is the offspring of killed-and-revived parents.

CONTINUED ON PAGE 122





## You'll be on the Greatest Team in the World!

**YOU'LL** hit 'em *hard* and you'll hit 'em *fast* on this All-American team. You'll fly and fight in planes that were built to scorch the sky. You'll wear a pair of silver wings. And, brother, to win those wings you've got to be good!

Maybe you'll be the Bombardier, the fellow who presses the button and "lays the eggs." When your ship is over the target, you'll take charge. You'll line up your sights, let go your bombs—and deliver the "knock-out punch."

Maybe you'll be the Navigator, the "quarterback" of the team. With charts and instruments you'll guide your bomber's flight to its objective, and then bring it home again. And if enemy fighters get in your way, you're mighty handy with a .50 caliber machine gun.

Maybe you'll be the Pilot. You'll fly a big, powerful Fortress or Liberator... a fast medium bomber... or a hard-hitting fighter. With hundreds of flying hours behind you, and a fighting crew at your side, no pilot will ever be better prepared for the job that's got to be done.

Do you need a college diploma to be an officer in the

Air Forces? *No!* If you can qualify as an Aviation Cadet, you will be given five months' training (after a brief conditioning period) in one of America's finest colleges. At the same time, you will get dual-control flying instruction to accustom you to the air... then go on to eight months of full flight training, during which you will receive a \$10,000 life insurance policy paid for by the government.

Will you be thoroughly trained? You'll get training that can't be beat! You'll be instructed by Aces who have been in actual combat in every theater of war... men who know how to teach you the "tricks of the trade" that will make you a finer flyer and a better fighter than your enemy.

Will you be well-paid after you've won your wings? If you call \$246 to \$327 a month good pay, the answer is *yes*. And on graduation you will receive an extra \$250 for uniform allowance. Opportunities will exist for rapid advance in rank and pay.

And after the war you will be qualified for leadership in the world's greatest industry—Aviation!

**How can you qualify to win your Army wings?**

You, too, belong on this fighting team—the U. S. Army Air Forces—as a Bombardier, Navigator or Pilot! And here is what you can do about it right now.

*If you are 17 but not yet 18...* go to your nearest Aviation Cadet Examining Board... take your preliminary examinations to see if you can qualify for the Air Corps Enlisted Reserve. If you qualify, you will receive your Enlisted Reserve insignia... but will not be called for training until you are over 18.

*If you are 18 but under 27...* go to your nearest Aviation Cadet Examining Board... see if you can qualify as an Aviation Cadet. If you are in the Army, you may apply through your commanding officer.

*If you are under 18* (whether or not you have joined the Air Corps Enlisted Reserve)... see your local Civil Air Patrol officers about taking C. A. P. Cadet training—also see your High School adviser about taking H. S. Victory Corps prescribed courses. Both will afford you valuable pre-aviation training.

For complete details—see your nearest Aviation Cadet Examining Board, the commanding officer of the College Training Detachment nearest you or your local Civil Air Patrol.

(Essential workers in War Industry or Agriculture—do not apply)

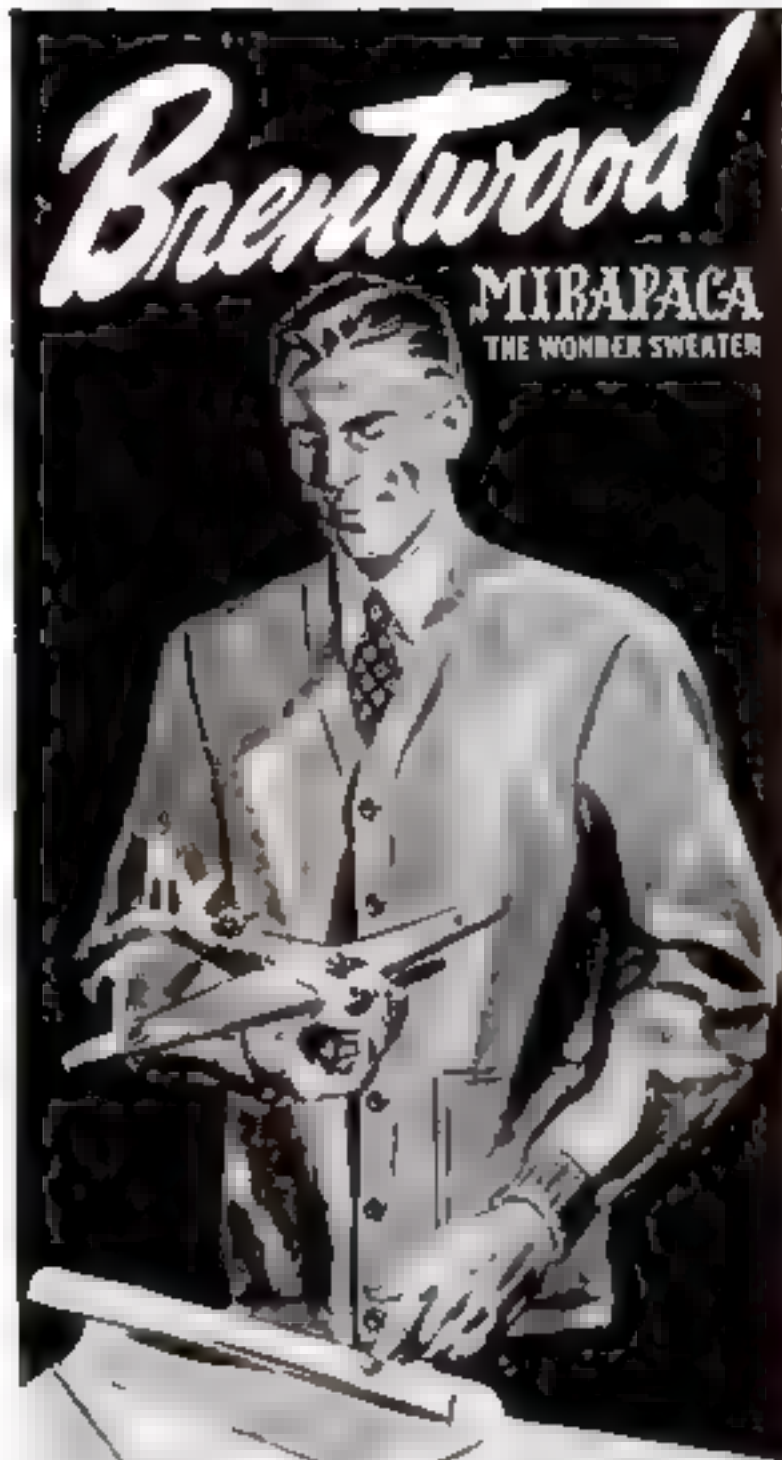
**U. S. ARMY RECRUITING SERVICE**

## "Nothing'll Stop the Army Air Corps"

**"KEEP 'EM FLYING!"**

For information regarding Naval Aviation Cadet Training, apply at any Naval Aviation Cadet Selection Board or any Naval Recruiting Station; or, if you are in the Navy, Marine Corps or Coast Guard, apply through your commanding officer... This advertisement has the approval of the joint Army Navy Personnel Board.





Mirapaca... America's most advertised sweater... will give you wearing pleasure for many seasons. Light in weight, warm, and feathery soft... it radiates an air of smartness that all lovers of fine sportswear admire. For business or leisure wear there's nothing like a Mirapaca.

**\$6.00**

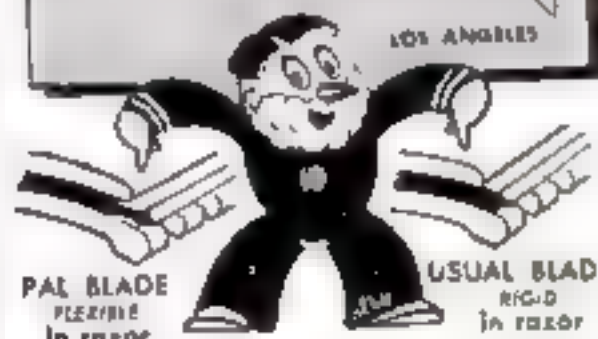
Prices slightly higher west of the Rockies  
BRENTWOOD SPORTSWEAR • PHILADELPHIA • NEW YORK

## THIS MAN

wants to share his shaving discovery with other men

*"Have had great difficulty finding a satisfactory blade because of a tough beard and tender skin. Thank you for your Pal Blade."*

*Nathaniel Evans*  
LOS ANGELES



PAL BLADE FLEXIBLE in razor  
USUAL BLADE RIGID in razor

PAL BLADES ARE HOLLOW GROUND  
They're flexible in razor—no need to "bear down"; kind to tender skins.

# PAL

"hollow-ground"  
RAZOR BLADES



4 for 10¢

10 for 25¢

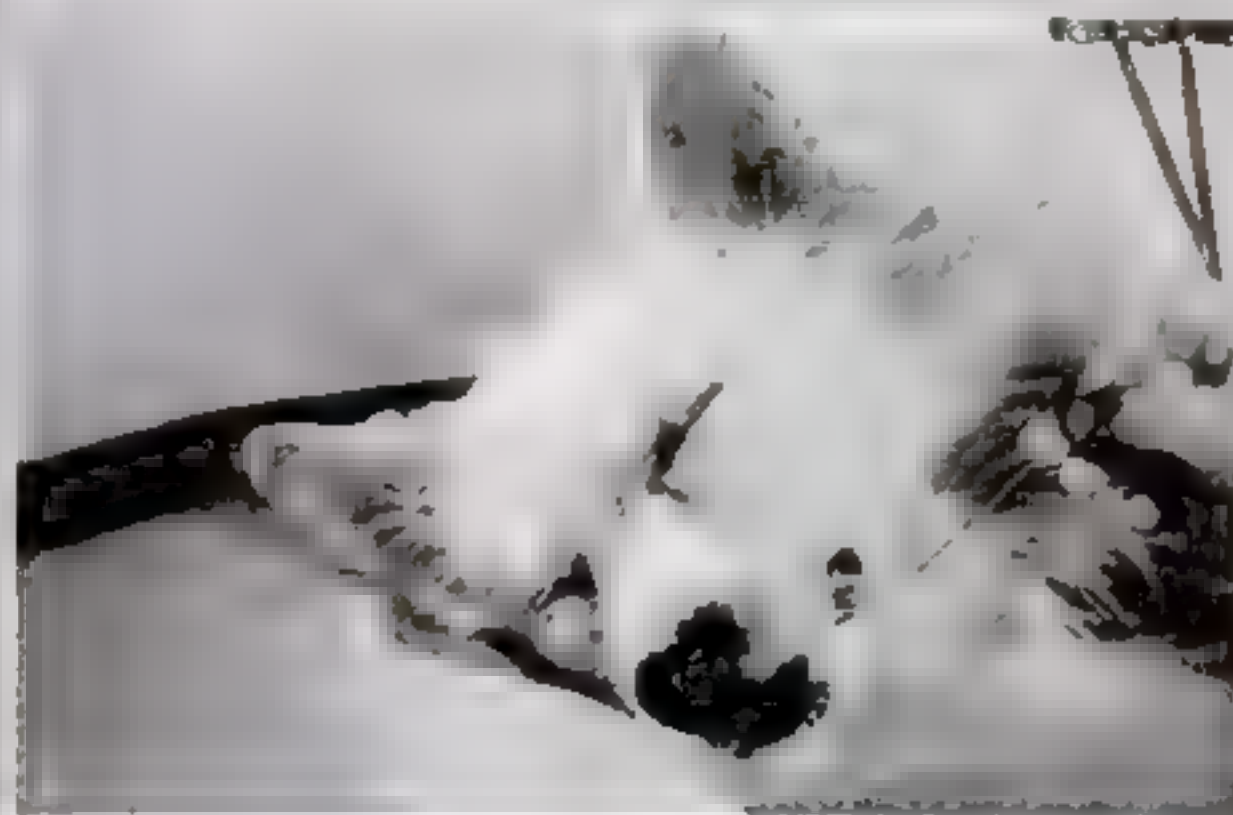
Double or Single Edge

Pal Blade Co., 683 Madison Ave., N.Y.

SAVE STEEL: Buy PAL Blades—They Last Longer



Dog's head, severed from its body, is kept alive for hours by an autojector which maintains the metabolism and blood flow by the tubes at right



Citric acid, a sour substance, is smeared on the dog's chop. Note the reaction below. The movie also showed eyes blinking under a strong light.



The tongue licks chop and then by licking indicates that the nerve pathways of taste responses are still intact. The salivary glands also respond



Ears cock forward at sound of hammer. Life of organism is compounded of interdependent functions localized in separate cells, tissues and organs.



A dirty, badly stained toilet won't stand inspection. But why have one? Sani-Flush will keep your toilet bowl sparklingly clean. Every application cleans away recurring film, stains and incrustations where toilet germs may lurk. Removes a cause of toilet odors. It's quick, easy—and thorough. No rubbing or scrubbing. No need for a cleanser plus a disinfectant when you use Sani-Flush for toilet sanitation.

Don't confuse Sani-Flush with ordinary cleansers. It works chemically. Cleans the hidden trap. When used according to directions on the can, Sani-Flush cannot injure septic tanks or their action and is safe in toilet connections. Use it at least twice a week. Sold everywhere. Two handy sizes. The Hygienic Products Company, Canton, Ohio.



## Sani-Flush



CLEANS TOILET  
EASILY WITHOUT  
SCOURING

## OUR MEN NEED ★ BOOKS ★

SEND  
ALL YOU  
CAN SPARE



Pass Along  
This Copy of  
LIFE

Chances are that a service man would like this copy of LIFE when you have finished with it.

Turn it in to your nearest U.S.O. or canteen.



THE Whittemore name has been a guarantee of finest quality for 102 years. Today, while huge quantities of Whittemore shoe dressings are going to the armed forces, we are also making the largest possible amount of polishes and dressings for civilian use. And now, as always, Whittemore's highest quality standards are being rigidly maintained.

# WHITTEMORE

SHOE DRESSINGS  
CAMBRIDGE, MASS.



**The enemy wants to know what you know...**



**Keep it under your  
STETSON**



# Samsonite *Changes Jobs*

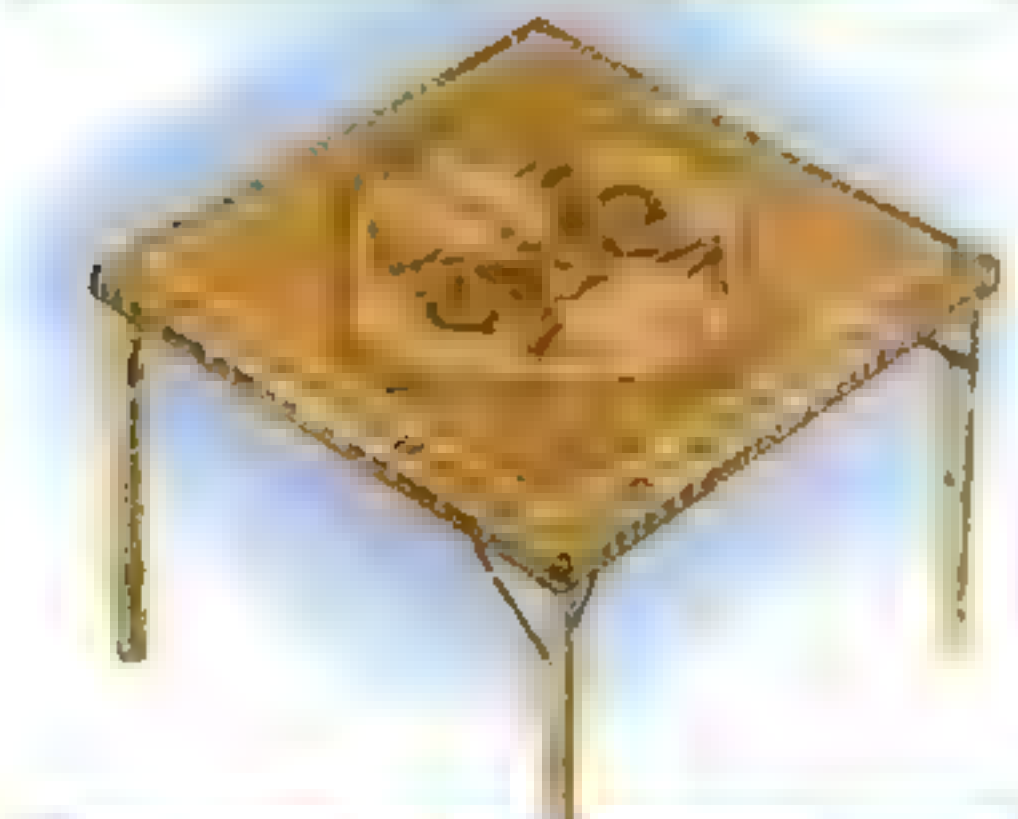
**SAMSONITE PRODUCTS FAMILIAR TO MILLIONS . . . ARE NOW PLAYING A VITAL PART FOR EARLY VICTORY**



**WHEN JOE AMERICA CHANGED JOBS** and joined up with Uncle Sam's fighting forces, the SAMSONITE luggage of his care-free days joined up, too—with the rank of *Army Locker*.

Today, more than one million of these sturdy Army Lockers are stationed wherever our fighting men are quartered; guarding and safekeeping their personal belongings, souvenirs and keepsakes that bind them to the homes they are defending.

Take a look at the change in "uniform."



**QUITE A CHANGE OVER** from a cozy Card Table, whose mission is to make leisure hours brighter, to ammunition boxes that carry shells and bullets to far flung fronts all over the globe.

Not the slightest resemblance outwardly. But the same sturdy, reliable construction that gave SAMSONITE Card Tables the right to claim, "Strong Enough To Stand On" is now built into these ammunition boxes. That's ample proof their cargo will get through to the right place at the right time . . . ready for action.



**PRESTO, CHANGO!** And those comfortable, modern SAMSONITE Folding Chairs became fiery, incendiary bombs.

How these deadly instruments of destruction are made, and where they are going, is a strict military secret. But we can tell the world there's going to be no let up in turning them out until the day of the enemy's "Unconditional Surrender." Meanwhile, we are sure you will cheerfully bear with us, and your favorite dealer, should it be difficult or impossible to supply you.



**HELP MAKE VICTORY DAY COME SOONER** by pitching into that war job harder than ever . . . lives depend on it! Pitch in more of your dollars for war bonds and stamps. Remember . . . the more we pitch in here at home, the more our boys can dish it out over there . . . and the sooner Victory will be ours!

When that time comes, and you can travel again, we'll turn from war production to give you all the fine SAMSONITE Luggage

you'll need. There'll also be plenty of SAMSONITE Card Tables for your evening's fun, as well as comfortable SAMSONITE Folding Chairs in which to lounge around and relax.

*And you can expect many new, exciting creations of PLASTIC luggage and card tables, too. These already are perfected and will be yours to have and enjoy . . . as soon as we win this war. Help hasten that day . . . buy all the War Bonds you can!*

Denver ★ **SHWAYDER BROS., INC.** ★ Detroit

**MAKERS OF SAMSONITE LUGGAGE, CARD TABLES AND FOLDING CHAIRS**





Dog's lungs rhythmically inflated through trachea (top left), regain full function. Venous blood is oxygenated and pumped out through arteries.



Mechanical heart pumps venous blood into long tube across foreground, withdraws oxygenated blood through the tube coming across at the top.



Dog's heart, supplied with oxygenated blood pumped into cardiac vessels, resumes beating in normal rhythm of contractions just as in dog's body.



Laboratory of Institute of Experimental Physiology and Therapy was the scene of these experiments. Film has not yet had wide U. S. circulation.

We first heard about this unique "*mountain rum*" from a native in Puerto Rico.



"Senors," he said, "if you wish to taste a truly superior rum, such as you have never experienced before, try this mountain rum. It is produced high up in Puerto Rico's only mountain distillery, where the sun, soil and water are perfect for distilling a superb rum. It has never before been exported to the States."... That was three years ago. Today this discovery, Ron Merito, is known the length and breadth of the land. You will find your rum drinks taste better when made with Ron Merito. It's the mountain-distilling that does it!



Available in both Gold Label and White Label. 86 Proof. Write for free recipe booklet. Address Dept. L-2, National Distillers Products Corporation, 120 Broadway, New York, N. Y.





The reading room, opened in 1870, is thought to be first free newspaper room in the U. S. William C. Todd established a

\$15,000 fund for this purpose, and Michael Simpson of Boston gave the annex to accommodate it. Below, some patrons.

## Life Visits a

In Newburyport, Mass. it has served

For many Americans the public library in their town holds the same tender memories as their first school-room. It brings to mind pictures and sounds and fragrances long forgotten—tiptoeing over creaky, well-worn floors; the hushed voice of the librarian answering whispered inquiries; the combined odors of musty leather, warm perspiring bodies and the oil of polished woodwork. And over and through it all, a deep and brooding silence. For some these memories span a lifetime, from the smudgy-fingered children's books through the adventure stories on the teen-age shelves and the first-read novels to the ponderous volumes in the reference library and finally, the haven of old people, the newspaper room.

From the standpoint of history, one of the most interesting libraries in the U. S. is that in Newburyport, Mass. It is housed in a red-brick, vine-covered mansion built in 1771 by Patrick Tracy, a wealthy ship-owner, for his son Nathaniel. The young man carried on the notable tradition of the family by building a fortune in shipping and marrying the daughter of Colonel Jeremiah Lee, a Revolutionary War patriot. After the war he lost most of his money and with it the



First woman librarian is Mrs. Richard Kimball (left, center). She and her nine assistants are all natives of Newburyport.



Reading the papers "from front to back," James F. Lucy, a former textile millworker, visits the library twice a day.



Swing-shift worker in the Navy Yard at Portsmouth is Fred Siegel, who stops in after breakfast several times a week.



Albert E. Moylan, Newburyport-born, has come to library "since I was a young fella." Note gold-rimmed pince-nez.



# Town Library

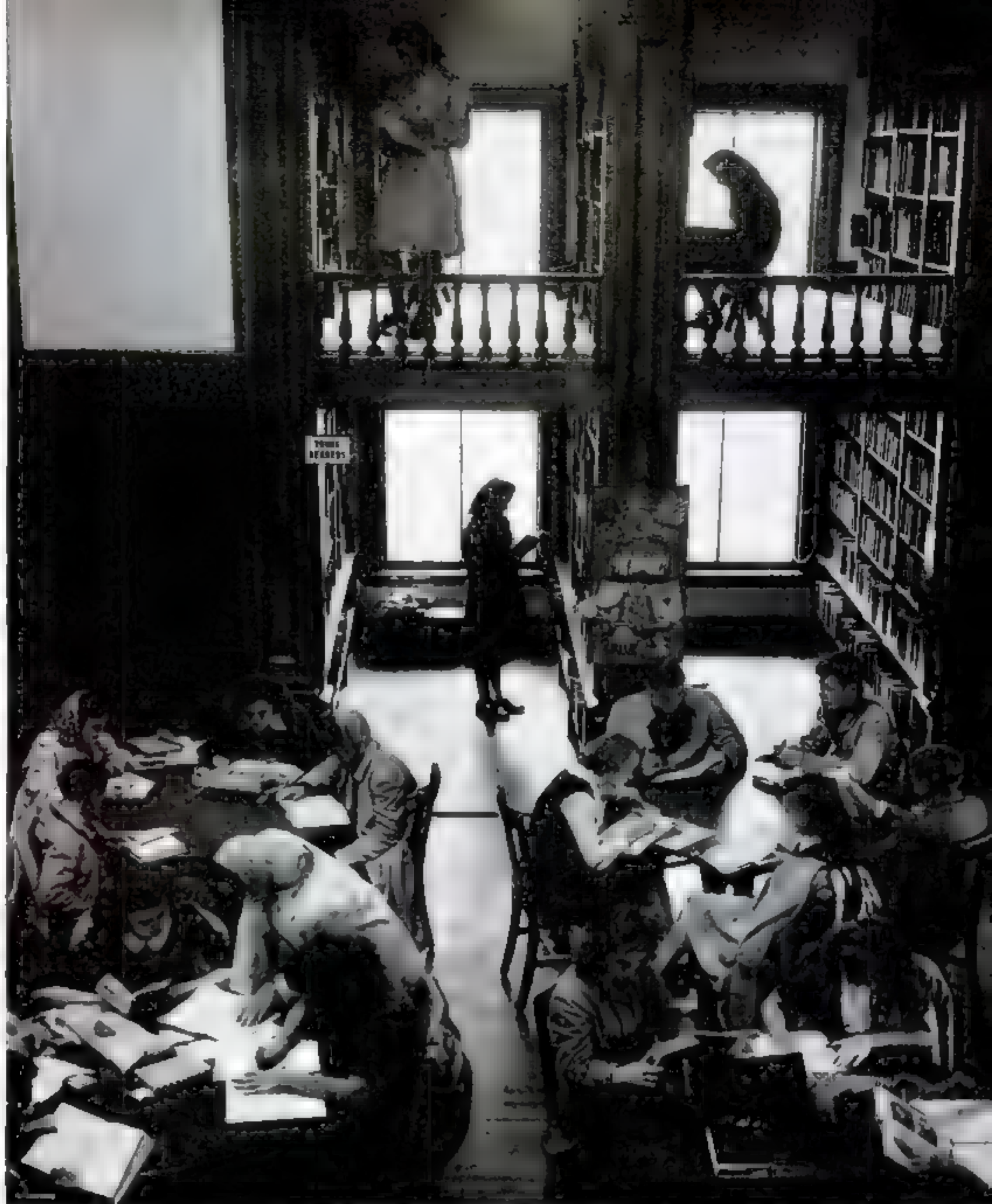
an historic community for 90 years

Greenleaf's Lane mansion. The house passed through many hands and finally became a hotel, the Prince House. In its earlier days Thomas Jefferson was a guest there of his friend, Nathaniel Tracy, and later Lafayette slept in the same massive bed once occupied by Washington. Subsequently, proudly reports the official history of the library, Talleyrand and Louis Philippe stopped there.

In January 1866 the Newburyport Free Library, which had been holding forth in a corner of the City Hall, formally moved into the Tracy House. It was founded in 1834 by Josiah Little, with a cash contribution of \$5,000. Its building fund grew in the next ten years to more than \$22,000. A part of this money was raised by sale of tickets to a lecture series, to which project the president of Harvard University, the Bishop of Rhode Island and Harvard Professor James Russell Lowell gave their services gratuitously. Today the library, one of New England's many fine non-Carnegie institutions, is supported mainly by a city appropriation for salaries and maintenance, and by the income from the various endowments, half of which is used to replenish the 78,000 volumes currently on its shelves.



Board of directors is headed by Mayor John M. Kelleher. Portrait of Nathaniel Tracy hangs over board-room hearth.



In mid-afternoon high-school boys and girls come to consult reference shelves or browse in "young readers" corner. The

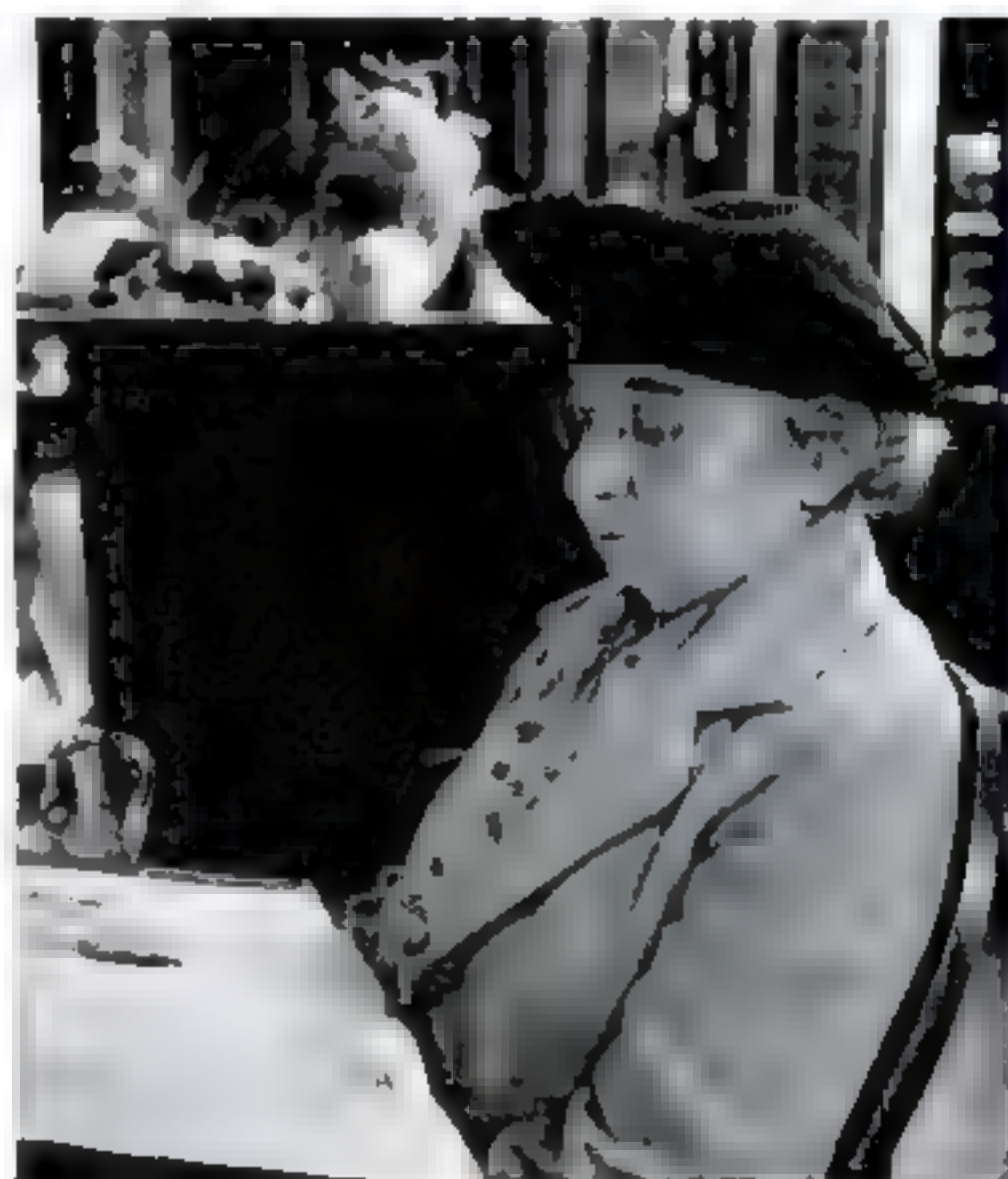
music alcove, with recordings, scores and musicians' biographies is well patronized, as is the fine genealogical room.



Marion G. Noyes of Boston reads about famous ancestor, Rev. James Noyes, whose home is Newburyport landmark.



An out-of-towner, Mrs. Dora Blanchard of Seabrook, N. H. rests at the library while on Newburyport shopping trips.



Newburyport housewife, Mrs. Richard Croft, visits library almost daily to see latest issues of her favorite magazines



See Maria Montez co-starring in "COBRA WOMAN"

A Universal Picture in Technicolor

**Maria Montez  
poses for soldier  
"shutter-bugs"**



"OH-AH-M-M-M-M!" exclaimed these Army camera fans the day lovely Maria Montez posed for them at her studio. (Confidentially, although it was their first peek inside a studio, the boys did most of their looking at Maria!) Here you see Maria posing with her favorite soft drink—Royal Crown Cola.



"WHEN I FIND A GOOD THING," says Maria, "I stick to it!" Maria Montez took the famous cola taste-test recently. "I tasted leading colas in paper cups, found one tasted best by far . . . Royal Crown Cola!"

**BUY MORE U. S. WAR BONDS AND STAMPS TODAY**



**SCREEN STARRING** and entertaining service men keep Maria stepping. "Time-outs are a treat," she says. "And I make them twice the treat with a frosty bottle of Royal Crown Cola. It gives me a grand lift."

*Maria Montez picks*  
**ROYAL CROWN COLA**  
*Best by Taste-Test!*

## Life Visits a Town Library (continued)



Children's story hour is conducted by Miss Sarah Mulliken, children's author. Another local writer, Miss Ethel Parton, helped establish children's room many years ago.



Library building was purchased for \$6,000, \$10,000 spent on improvements. Cornerstone was installed with box containing names of original directors and subscribers.

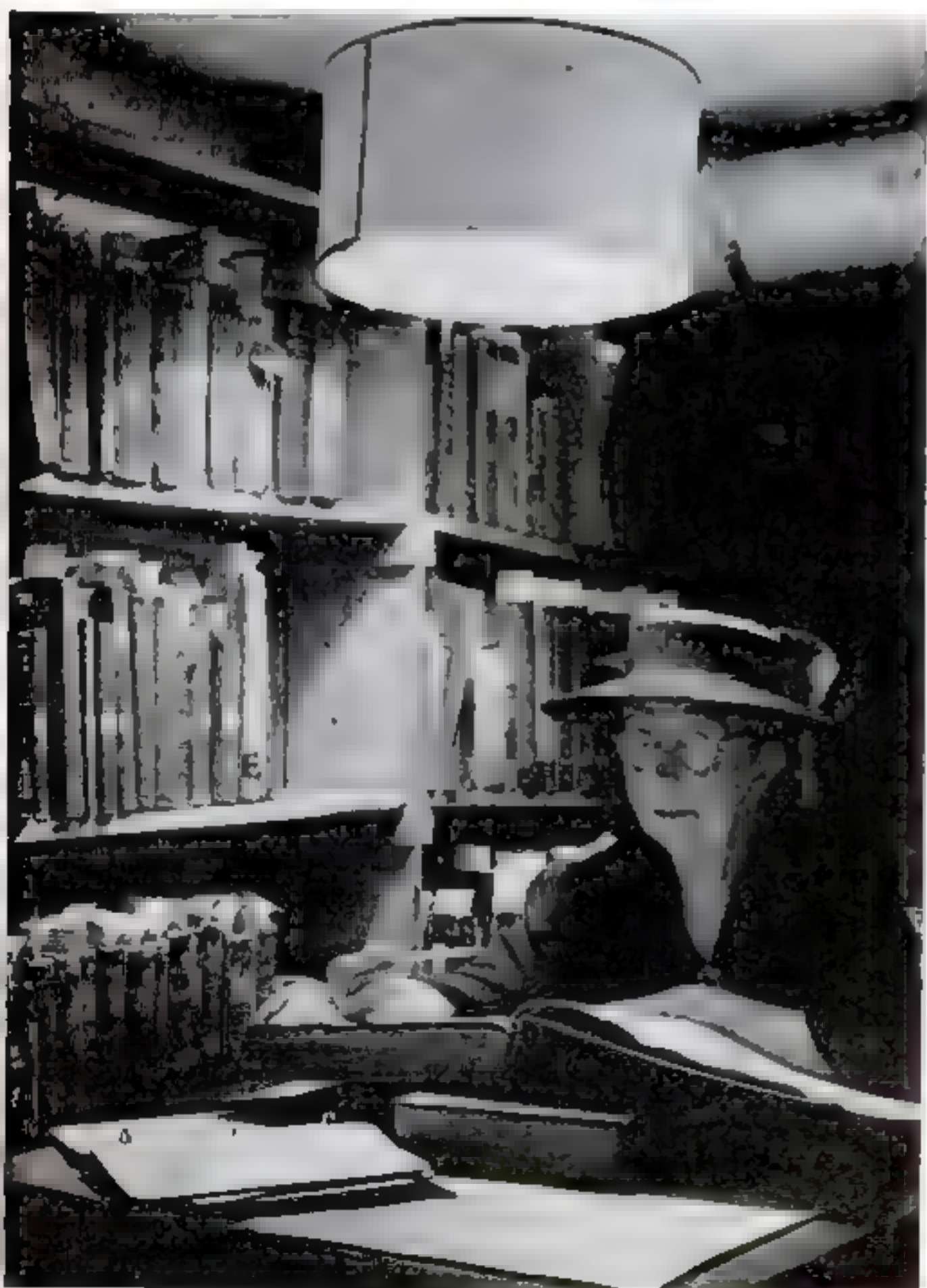


Donors' NAMES are chiseled on big marble plaques above stair landing. One of largest contributors (\$15,000) was London Banker George Peabody, former New Englander.



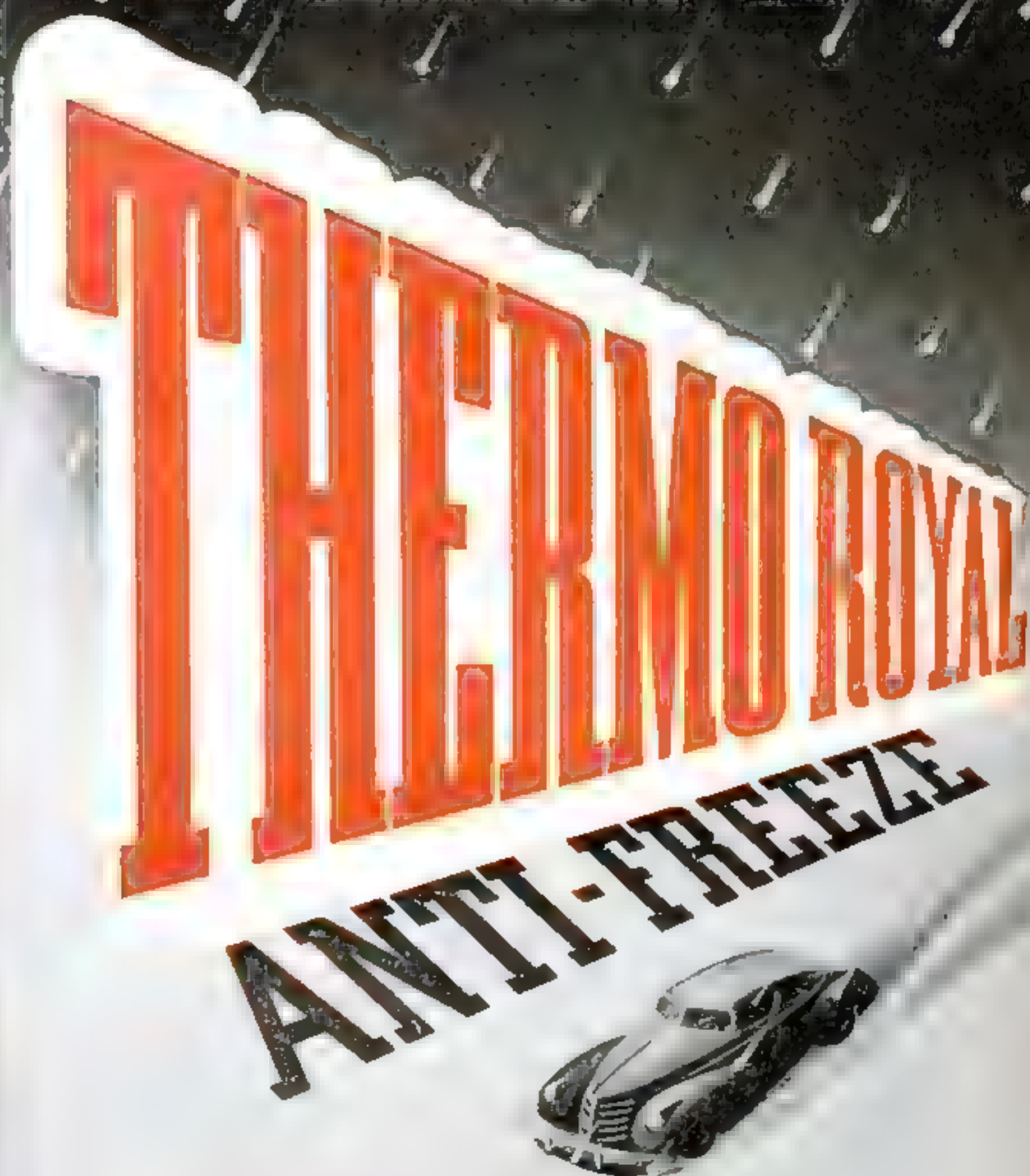


Circulation room is upstairs. Above, Olive Carter helps a borrower to select a book from shelf of mystery novels. Late Edmund L. Pearson of Newburyport wrote many.



Miss Mary Adams Rolfe, able Newburyport genealogist, consults early newspapers in the basement vault. She is "descended from half the settlers in Newburyport."

**A FREEZE-UP  
CAN BE MORE  
COSTLY THAN  
A SMASH-UP!**



Letting your car freeze up is an expensive bit of carelessness in ordinary times. Today, it is a tragedy.

Play safe! Get Thermo Royal Anti-Freeze into that precious car of yours, *right away*. Be sure of positive protection. Be free of worry with Thermo Royal. Publicker Commercial Alcohol Company, Philadelphia.

**SAFE • SURE PROTECTION**





A HARMONY OF GREAT AMERICAN  
WHISKIES HAS MADE IT

*America's Luxury Whiskey.*

PARK & TILFORD DISTILLERS, INC., NEW YORK, N.Y. • A BLEND OF STRAIGHT WHISKIES • 85 PROOF

## PICTURES TO THE EDITORS

### FEATHERY OUTFIT

Sirs,

Better covered than most such pseudo royalty is this handmaiden to the Queen of the Ramona, Calif. turkey festival. Mrs. A. P. Holly posed in her prize-winning costume: jacket and pajamas with bonnet and parasol to match, all made of turkey feathers! It is warm and soft, has a lovely sheen, smart white stripes,

She spent a year collecting the feathers, stitching the costume. There are more than 1,200 feathers in the pajamas alone. Is it my imagination or do the turkeys in the background look as if they knew?

CORA L. KEAGLE

Pixley, Calif.



### BEJEWELED INSECT

Sirs,

Here you see a close-up portrait of a dragonfly repel with a necklace of glass jewels. It is our way of demonstrating the minute size of these jewels. One of the important items in war production they are bearings in which are set the tiny pistons of aircraft instruments. Life-

sizes they measure 6/100 of an inch in diameter and it will take 500,000 of them to fill a gallon jar.

C. D. WAGONER

GenCorp. Electric Co.  
Schenectady, N. Y.







Every fighting man leaps into action when he hears "Mail Call!" For it can mean an intimate message from you in your own handwriting. Don't disappoint him when it's so easy to dash off a V-Mail letter with a Ticonderoga pencil. It's so convenient and the crisp, clean lines reproduce as legibly as the moment you wrote them. Send him a V-Mail letter today written with a Ticonderoga.

He will appreciate Ticonderogas to write his V-Mail easier, too. Send him a box of 12 today—weighs less than 8 ounces, can be mailed overseas.

WHEN YOU BUY PENCILS ASK FOR AND INSIST ON GETTING—

The fine American Pencil with the fine American name...

**TICONDEROGA**

Joseph Dixon Crucible Co., Dept. 43-118, Jersey City 3, N. J.  
Canadian Plant: Dixon Pencil Co., Ltd., Newmarket, Ont.

★ Buy still **MORE** war bonds ★



**WOULDN'T YOU LIKE TO HAVE FRESH FRUIT EVERY MONTH?**

Marvelous fruit—the very finest from my own Hesperian Orchards—grown with extra care—packed when "just right."

GOLDEN and RUBY APPLES  
CELESTIAL and COMICE PEARS  
APRICOTS • PEACHES • CHERRIES

A box of fresh fruit delivered direct from my orchard to your door—each month, as in season, June to March, inclusive.

10 months Series \$24.35 3 months Series \$7.75  
6 months Series \$15.00 Single Month . . . 2.65

Prices include express to home or office anywhere in Continental United States within free delivery zones of Railway Express Agency.

Tree-ripened fruit rushed to you with the crisp tang and juicy freshness all retained. Grown in an orchard pronounced by horticulturists "the World's Number One Orchard." A club membership is an ideal gift.

MYRON FOSTER'S  
**HESPERIAN FRESH FRUIT CLUB**  
Department 648 Wenatchee, Washington  
Reference, Seattle-First National Bank

## PICTURES TO THE EDITORS

(continued)

### SEXY CARROT

Sirs:

Responding to the current craze, nature has produced a pin-up vegetable. These shapely, satiny legs don't belong to some miniature Petty girl, but came from my victory garden. It is actually a twin-rooted carrot. When it was washed and de-whiskered I thought it looked quite fetching.

JOHN BRETHERICK  
Philadelphia, Pa.



### EGGPLANT BIRD

Sirs:

Victory gardens are producing strange things these days as well as vegetables. This began as a perfectly orthodox egg plant, then turned into a queer, rather cross-looking bird. We were pleased, though, to see the "V" on its chest, showing its patriotic origin.

FREDERICK B. HAMMANN  
Audubon, N. J.



## IN B.V.D. FREEDOM SHIRTS

Choose your shirts with an eye to freedom!

Freedom of action and freedom from worry about durability. Here are two suggestions—their quality guaranteed by the familiar

B.V.D. label. Whether you're working or resting to re-charge your energy batteries, B.V.D. shirts let you dress for freedom.



### ROGUE FREEDOM SHIRT by B.V.D. (left)

You'll give your spirits an instant lift when you don this shirt. Its dashing design has made it popular from Hollywood, where it originated, clear across to the east coast. Shown here in smart Spun Rayon Flannel for about \$4. Other Rogue shirts from \$2.50 to \$4.50.

### ROGERS FREEDOM SHIRT by B.V.D. (right)

Here's a real, all-purpose shirt. Wear it with or without a tie... collar opened or closed... at work or play. It suits itself to your need of the moment. Illustrated here in sturdy, be-man corduroy, for about \$5. Other Rogers shirts range from \$2 to \$6.

**"NEXT TO MYSELF, I LIKE BEST"**

B. V. D., Rogers and Rogers are registered trade marks.  
THE B. V. D. CORPORATION, EMPIRE STATE BUILDING, N. Y. • IN CANADA: THE B. V. D. COMPANY, LTD., MONTREAL





**A CHAMP  
FROM  
EVERY  
ANGLE**

**STYLED TO SUIT YOUR FACE  
AS WELL AS FIT YOUR HEAD**

**champ**  
**\$5 HATS**



**FEEL  
THE  
FELT**



If you think your face is hard to suit—you just haven't met the Champ. And it's worth 10 minutes of any man's time to see how cleverly these hats are planned to step up appearance. • Styled to suit all types of faces. Priced to make you forget inflation. Fall's sensational buy at \$5.

**THE R.A.F....**Lightweight, soft, pliable. With narrow ribbon band. **THE COMMANDO...**Triple-stitched, wide ribbon edge. Luxuriously lined. **THE LIBERATOR...**With the custom-creased crown and three-pleated band. • In new Fall tones of Blue—Brown—Tan—Gray—and Covert.

**CHAMP HATS • MADE BY LA SALLE HAT COMPANY • PHILADELPHIA • PA.**

WANE  
FLAT

## PICTURES TO THE EDITORS

(continued)

### JAPANESE INVADERS

Sirs:

While war on Japanese marauders in the Pacific has been going fairly well, another Jap invasion has been spreading unchecked through the U. S. The Japanese beetle, an unwanted immigrant in 1920, conquered new fields in the summer of '43.

The damage they can do—and their speed and thoroughness—is shown by pictures of a pink mallow and what happened to it in a day from 9 a. m. to 5 p. m.

The beetles now infest five states, and are found in many more. Quarantine so far has been futile. The pests are not choosy; they will eat 250 varieties of plants. And they are strong fliers, may travel ten miles in a summer, spread hundreds more on cars or clothing.

Ironie twist: they are not particularly harmful in their native Japan.

M. B. MAHANNAH

New Haven, Conn.



AT 9 A. M. FLOWER OPENS INVITINGLY



AT 11 FIRST BEETLES HAVE ARRIVED.



AT 1 P. M. THEY SWARM OVER PETALS



BY 1 O'CLOCK FLOWER IS DEVASTATED.



AT 5 P. M. SKELETON IS PICKED BARE

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## This little freedom

One of the little freedoms we must for a while forego is the freedom to feast.

For in times like these, the heaping of one plate might leave nothing for another—that's why needed things must be so distributed that all may share alike. And the rules of rationing take care of that.

Things less essential are less restricted and the hunter may bag all he can find. But the rules of good citizenship say "don't."

That sense of fairness prompts your dealer when he limits your purchase of IMPERIAL. He may say "only one bottle to a customer"—but he does so only because no more whiskey is being made today: every distillery in America is producing war alcohol. Stocks on hand must last for a longer time than originally intended.

And the only way to keep supplying you with a little is to permit no one to have a lot.

*Blended whiskey. 86 proof. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.*

# IMPERIAL... it's "velvety"

86 PROOF 70% GRAIN NEUTRAL SPIRITS







## by the Fighting Engineers

When there are tanks to be stopped—watch the Engineers! "Tank block—rush it!" is the order...and the photograph at the right (*an actual training test*) shows the result.

Stopping tanks is only a *part* of the job of the fighting U. S. Engineers. They build the bridges...blaze the trails through mine fields—yes, *all* the services depend on the Engineers. And, like men in all the other services, you're apt to find that when an Engineer lights up a cigarette—it's a Camel.



# They've Got What it Takes!



CAMELS SURE  
STAND THE TEST OF  
STEADY SMOKING!  
THAT SWELL **FLAVOR**  
ALWAYS HOLDS UP—  
AND THEY'RE  
EXTRA  
**MILD!**



## First IN THE SERVICE

The favorite cigarette with men in the Army, the Navy, the Marines, and the Coast Guard is Camel. (*Based on actual sales records.*)



CAMELS  
TASTE SO  
MUCH MORE  
FLAVORFUL—  
AND THEY'RE  
SO **EASY**  
ON MY  
**THROAT!**

• "Stopping tanks is my job, too," says Amelia Baines, who works on Western Electric signal devices. She has a brother in the Artillery, and smokes the service man's favorite cigarette—Camel. "Camels have always been my cigarette," she says. "They always have a fresh, flavorful appeal—puff after puff and pack after pack."

R. J. REYNOLDS TOBACCO CO.  
WINSTON-SALEM, N. C.

# Camels



## The "T-Zone"—where cigarettes are judged

How long since you've smoked a Camel? Give them a try today. Compare them critically...for taste...for your throat...for your "T-ZONE." That's the proving ground of any cigarette.

On the basis of the experience of millions of Camel smokers, we believe you will like the extra flavor that Camel's costlier tobaccos give. We believe your throat will confirm the findings of other Camel smokers. So try Camels in your "T-ZONE."